

MIHAYLO

MAGAZINE

BUILDING A BUSINESS SCHOOL

Over the course of nearly two decades, Mihaylo College has evolved into an integral part of the region's business community.

Anil Puri, Ph.D.

2016-2017

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Hydraflow CEO shares the company's best practices for running a multi-generational business

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Morteza Rahmatian leads Mihaylo College as interim dean and advances new programs

Last summer, I became interim dean of Mihaylo College, which is an immense honor for me. While helping to both administer the day-to-day business of running the school and working on exciting programs for the college's future, I also continue teaching. One of my classes is an economics course for all business majors, so I have the good fortune of interacting with students who are majoring in a range of subjects. I'm constantly in awe of these students who manage such busy lives as they juggle their studies, their work and all of the challenges life gives them.

As many of you know, Anil Puri, has taken on the responsibility of interim provost and vice president for academic affairs. In this issue of Mihaylo Magazine, we take a look back at the college's extraordinary transformation during Anil's time as Mihaylo College dean – nearly 20 years of significant growth and increased prominence.

These pages also feature our biennial Dean's Report: a look at Mihaylo College's students, our impressive faculty research and an extensive business network through our many active advisory boards and networking events. In this issue, the knowledge shared by both Cindy Ayloush, Hydraflow CEO and CFO, and Ash Patel, president and CEO of Commercial Bank of California, is immensely valuable – two leaders in business who have created very successful companies graciously impart some of their hard-earned lessons.

Of course, we are very proud of all of our alumni, and you'll find a bit of bragging in the Alumni Network section of the magazine. It is indeed a strong network, and we are very pleased to have so many alumni spend time with our students. If you are able, please contact me or any of our faculty and staff to find out how you may participate – as a mentor, speaker, contest judge, by providing an internship or serving on one of our advisory boards.

Please let me know about your successes – I am always happy to hear from our business colleagues and alumni.

Morteza Rahmatian, Interim Dean
Mihaylo College of Business and Economics
California State University, Fullerton



MATT GUSH



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41 Calendar of Events
An economic forecast, a golf classic, social events, homecoming and professional conferences are among the networking opportunities for the greater Mihaylo College community.



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CENTERS OF EXCELLENCE

Gov. Schwarzenegger Featured at Center for Insurance Studies Forum

Former California Gov. Arnold Schwarzenegger discussed what motivated him throughout his careers, including his two terms serving in the state's highest office from 2003 to 2011. His talk was part of the on-campus spring forum hosted by Mihaylo College's Center for Insurance Studies in May 2016.

"I was fortunate to have many careers," said Schwarzenegger, a champion bodybuilder, actor, filmmaker, businessman and politician. He discussed his efforts to deal with the state budget, California's aging infrastructure, redistricting, pollution and global warming – issues he saw as common sense "people issues," not political party issues. All politicians, he stressed, should be "public servants, not party servants."

With 400 people in attendance, the afternoon event included a keynote address by Robert Hartwig, president of the Insurance Information Institute, as well as a panel discussion with industry leaders.



Gov. Arnold Schwarzenegger, left, and Frank Robitaille, vice president of Armstrong Robitaille and Riegle, which sponsored the Center for Insurance Studies Spring Forum.

CENTERS OF EXCELLENCE

Four Enterprises Are Inducted into the Center for Family Business Hall of Fame



Representing F. Gaviña and Sons, from left, are Amneh Ataya and Frank Gaviña; keynote speaker Tony Simmons, CEO of McIlhenny Company, maker of Tabasco; and Center for Family Business Director Ed Hart.

The annual Center for Family Business Hall of Fame induction ceremony and banquet added four peer-nominated businesses to its honor roll of best family enterprises. Held at the Richard Nixon Presidential Library in Yorba Linda in March 2016, the inductees included Advance Beauty College, Earth Friendly Products, F. Gaviña & Sons Inc. and Pinner Construction Company. Center founders Judy Harman and her late husband, Dave, were presented the Lifetime Achievement Award for their role in launching the Center for Family Business in 1995 with five founding members, four of whom are still active in the center.



Martina Edberg '17 Has Her Sights Set on a Pro Golf Career

As the first golfer in Cal State Fullerton's history to win the Big West Conference Championship, Martina Edberg '17 is in the midst of a record-setting athletic career in her fourth year as a member of the university's women's golf team. It's not surprising that her goal is to compete as a professional.

"My inspiration for an athletic career has been the chance to compete and pursue things that I never thought were possible," says Edberg, who set the new CSUF single-season scoring record for the third consecutive season and was named 2014 Big West Women's Golf Freshman of the Year. "I've learned that when I work hard, it pays off in the end."

Edberg grew up in Glumslov, Sweden, and developed her passion for golf at age 13. In 2013, she won the European Championships as part of Sweden's youth national golf team. Later that year, Edberg relocated to Southern California to study finance at Mihaylo College. "This program provides training for a very diverse and global field," she says. "I believe this background will be useful for me regardless of where my future career leads me."

10 Ways to Turn Your **LinkedIn** Profile into a **Job-Finding Machine**

Why **Can't We Afford Housing** in Orange County?

Does **Social Media** Translate to Corporate **Financial Success**?

Why **Giving Back** is Good for **Business**

Info from the Experts

Learn more about a variety of business-related topics, including global economics, investment strategies, marketing tactics and job-hunting skills by reading the Mihaylo College blog. Our experts share their knowledge on the latest local, national and global business trends and events at business.fullerton.edu/blog.

In Memoriam: ISDS Professor and Associate Dean of Graduate Programs James K. Hightower

A campus veteran who served the university community for 35 years, James K. Hightower, professor emeritus of information systems and decision sciences, died Oct. 8, 2016. He was 79.

Hightower joined the university in 1969 and served as a faculty member and associate dean of graduate programs in the then-School of Business Administration and Economics. In 1976, Hightower transitioned to director of academic computing for the California State University system and served 18 years. He then returned to CSUF, and in 2004, he received emeritus status. He continued to serve the college until 2009 as program coordinator for Mihaylo College's first online program – the Master of Science in information technology.

Hightower held leadership positions in many professional organizations, including the New York Academy of Sciences and Innovative Technology in Computer Science Education, which he co-founded and co-chaired.

He is survived by his wife, Sharon; son, Matthew; and daughter, Elizabeth.



James K. Hightower

Wells Fargo Area President Provides Financial Support to Mihaylo College

Wells Fargo Bank has a history of supporting Mihaylo College, particularly through involvement with the college's Center for Economic Education. In 2016, Joseph Mishriki, area president for Wells Fargo's Orange County Inland Hills Division, has expanded the institution's support by providing a personal gift to the college. "The way that the college equips students is incredible; they foster a combination of both educational and work experience," says Mishriki. "An organization that helps our younger generation be more successful in life is one I want to be a partner with."

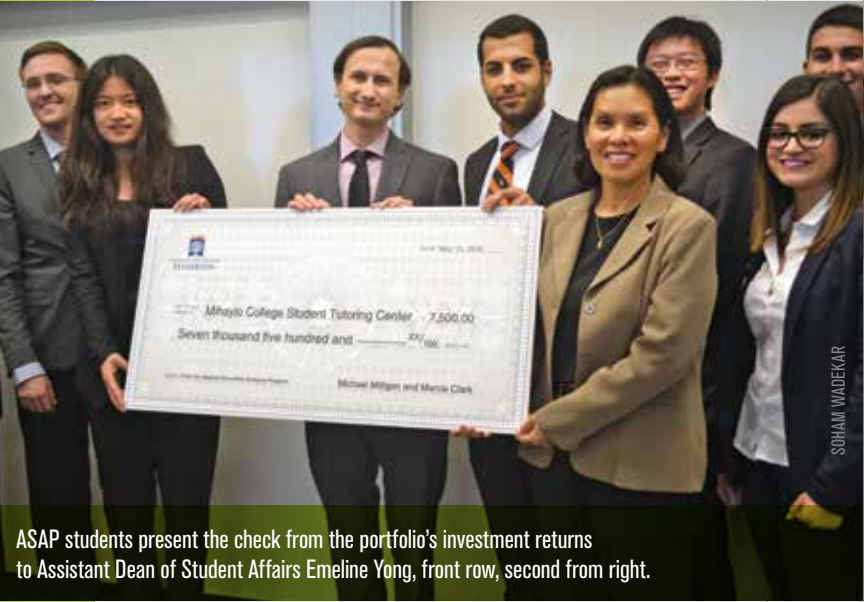
**WELLS
FARGO**



Joseph Mishriki, area president for Wells Fargo's Orange County Inland Hills Division

After a Record Year, Student Investment Program Gives \$7,500 to Tutoring Center

For the third consecutive year, the Mihaylo College Applied Securities Analysis Program (ASAP), which provides an investment portfolio for finance students to manage with real funds, has presented an annual gift to the Mihaylo Tutoring Center. "The students generated the returns to make the \$7,500 donation, their largest gift to date," says Finance Lecturer Michael Milligan, who leads the Equity ASAP students. In the last year, ASAP has expanded and manages funds in both the equity and bond markets; Finance Lecturer Marcia Clark manages the Bond ASAP of the two-semester course. ASAP's new Titan Capital Management trading lab recently opened and provides students with market data in real time from Bloomberg terminals; the state-of-the-art trading lab is also used for investment projects in other finance courses.



ASAP students present the check from the portfolio's investment returns to Assistant Dean of Student Affairs Emeline Yong, front row, second from right.



Mihaylo students are paired with business coaches and attend several presentations each year as part of the Women's Leadership Program.

Women's Leadership Program Supports Future Female Business Leaders

The Women's Leadership Program was designed in 2015 to empower students with the necessary talents for professional development and leadership success. "The goal is to help students start developing the skills needed for effective leadership early in their careers, so they have greater opportunities to advance into top leadership positions later in their careers," says Management Professor Goli Sadri, who developed and directs the program with JoAnna Moore, founder and owner of J. Moore Consulting Services and an advisory board member for the Mihaylo Center for Insurance Studies. The program, built on four pillars of leadership – character, competence, context and communication – is limited to 25 undergraduate applicants annually and consists of six informational sessions during the academic year presented by female leaders from industry. Each informational session is followed by a networking luncheon. Students are also paired with business coaches for individual sessions to reinforce their learning and skill development.

Students Win Scholarships at DishOne Competition

Part of Mihaylo College's Business Madness Week, the DishOne Sales Competition in March 2016 challenged students to present a five-minute sales pitch to two DishOne executives. Contestants played the role of a sales representative canvassing a residential neighborhood trying to convince people to switch from DIRECTV to DishOne. Scholarship awards were presented to first-place winner Alex Leduc '16, second-place winner Julia Chae '19 and Antonio Dominguez '16, who placed third.



DishOne Sales Competition winners, from left, Antonio Dominguez '16, Julia Chae '19 and Alex Leduc '16.

Sandy Bond Is New Director of Real Estate and Land Use Institute

Sandy Bond's recent research includes studies on the impact of climate change and natural disasters on property values.

In August 2016, Mihaylo's Real Estate and Land Use Institute welcomed Sandy Bond as the center's new director. Her real estate experience spans more than 25 years in both academic and professional settings in the U.S., United Kingdom, Australia and New Zealand and encompasses real estate appraisal, valuation consultation, academic research and teaching. Bond earned a Ph.D. in property valuation from Curtin University of Technology in Perth, Australia; her recent research includes studies on the impact of climate change and natural disasters on property values. She is the recipient of numerous awards, including the International Real Estate Service Award in 2016.

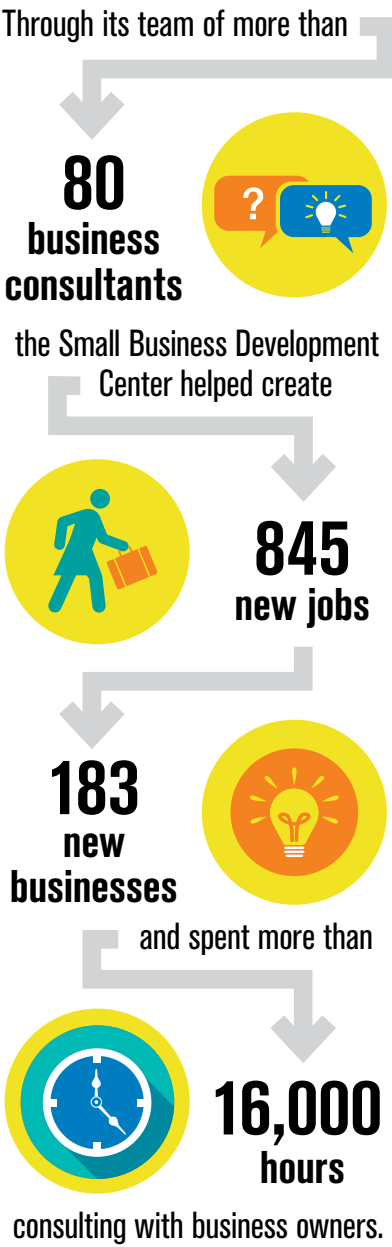
International Trade Forecast Released by Economics Professors and SBDC

Southern California is home to many of the nation's busiest seaports, airports and trucking routes, and Mihaylo College's International Trade Forecast report examines merchandise exports in Los Angeles and Orange counties and the Inland Empire. The region has 5.3% of the nation's total share of U.S. exports, the third-most among regions in the country. The Mihaylo Small Business Development Center (SBDC) releases an annual Orange County and Southern California International Trade Forecast. The report is presented by Mihaylo Economics Professor Adrian Fleissig and Associate Professor of Economics Mira Farka. The SBDC assists local small enterprises through advising and access to capital, including expertise in the export market. For a copy of the International Trade Forecast report, visit business.fullerton.edu/international-trade-forecast.



CENTERS OF EXCELLENCE U.S. Small Business Administration Awards Grant to SBDC

Mihaylo's Small Business Development Center (SBDC) received a \$131,486 award from the U.S. Small Business Administration to oversee the center's network for small business development planning in Orange, Riverside and San Bernardino counties. In 2015, the SBDC helped its clients obtain more than \$34 million in debt and equity, making it the No. 1 ranked SBDC in the nation for access to capital.



Business Briefs are compiled by Daniel Coats and staff.

the next generation

By Laurie McLaughlin

AT THE HELM OF A HIGH-FLYING AERONAUTICS MANUFACTURING COMPANY, CINDY AYLOUSH NAVIGATES THE INTRICACIES OF A FAMILY BUSINESS AND MAINTAINS HYDRAFLOW'S LEADERSHIP POSITION IN THE INDUSTRY

The late Leonard Ullrich started Hydraflow in a small garage 55 years ago with two employees. Today, the family-owned company employs nearly 250 people in their 174,000-square-foot facility in Fullerton designing and manufacturing low-pressure, lightweight, flexible products, like hose assemblies and couplings, for the aerospace industry.

"Hydraflow products are used in the galleys, lavatories, oxygen systems and fuel lines of both commercial and military aircraft," says Ullrich's daughter, Cindy Ayloush, the company's CEO and CFO. "Aerospace is exciting because of the advances in technology – there are always new airplanes being developed."

Named a supplier of the year by Boeing, Hydraflow's components help make aircraft lighter and lower the cost of the airplane. It's also easier for technicians to install the parts in very tight spaces, says Ayloush of the company's innovations. "We have developed a small niche market that did not exist before."

At Mihaylo College, Ayloush is a member of the Dean's Advisory Board and serves on the Center for Family Business Advisory Board. Hydraflow has generously named a faculty office in Mihaylo Hall and contributed to the Muth Family Endowed Chair for Family Business.

She has been a part of her father's business for more than four decades, and the family's third generation, including her daughter and son, now works at Hydraflow. She discusses the strategies necessary for running a thriving family-owned business as well as the dynamics of working in the ever-changing aeronautics industry:

The third generation of your family is now working at Hydraflow. How do you make a family business work?

Traditionally, the third generation is the one that falls away from the business. Forming a family council with a facilitator is one of the most important ways to keep the family business together, and we formed ours about two years ago. The council is a way to bring parents, siblings and cousins together to work on projects and learn to have working relationships. And they all have equal say. One of the biggest pitfalls is when family members can't get along, and a company can't move forward if there's discontent among the owners. The council has allowed us to work through our differences and similarities. We have learned to let everyone speak, and we listen. We acknowledge our differences and move on.

How has your family planned for long-term ownership?

The third generation created a family charter, which outlines what the family members must do to qualify for employment at Hydraflow. It outlines the authority of the family owners versus the authority of Hydraflow executives.

The charter will be passed down to every generation, and the family council has the power to change the charter as time goes by.

You are very active with Mihaylo College's Center for Family Business. Why is this important to you?

About two years after my dad passed away, I was in a confusing place as to the future of Hydraflow. I was invited to the center's monthly workshop, and I was hooked. I discovered information about best practices, and there was a college course that my kids could take. I was so relieved to find a way to carry the company forward. That's when I told my brother we needed to make this a family business and ensure that it will be passed from generation to generation, and it started a new way of thinking for us.

On the business front, how did you weather the economic ups and downs of the last 10 years?

We were able to get through the economic recession by not hiring anyone when people

left and by not making any unnecessary purchases. Fortunately, Hydraflow has never had layoffs. Even though our sales were down, we still ended those years with a profit. Many companies didn't make it because they had too much debt. Hydraflow never has debt and does not borrow money.

What might a layperson outside the industry find most surprising about manufacturing?

I believe that the general public believes that manufacturing is dead in the United States, and this is a misconception. We deal every day with suppliers and manufacturers right here in the U.S. I was surprised that as my children entered college, no one ever suggested a career in manufacturing. It is very hard to attract new graduates because they believe manufacturing is not a viable option.

With regard to client relations, what are your guiding principles?

If a customer calls, we answer the phone. We provide excellent quality and on-time delivery. One of our customers said, "Hydraflow gives us a quote, takes the order and ships the parts before their competitor gives us the price." We also treat our suppliers with respect; we pay them in a timely manner and deliver on time just as we do with our customers. **M**

Cindy Ayloush,
CEO and CFO,
Hydraflow



IT'S BEEN A SUCCESSFUL JOURNEY FOR ASH PATEL, WHO BEGAN HIS BANKING CAREER STAFFING A TELLER WINDOW AND DISCOVERED HIS PROFESSIONAL CALLING – A VOCATIONAL MATCH SO STRONG THAT DECADES LATER HE FOUNDED HIS OWN SUCCESSFUL BANK. HE WAS FORTUNATE, HE SAYS, TO BUILD A CAREER THAT “HELPS PEOPLE ACHIEVE THEIR DREAMS.”

BUILDING A BANKING CAREER

By Laurie McLaughlin

As he grew up in Zambia, Africa, Ash Patel didn't know he was going to be a banker, let alone the head of his own bank. “It was a surprise that I made my career in banking as that was not the original plan,” says Patel, who pursued a graduate degree in finance at Loughborough University in England. In the mid-1980s, he moved to California and got a job as a teller at Bank of America. “That's when I began my journey in understanding how a bank works,” he adds.

The banking industry turned out to be a very good match for his talents and values. His ambition to understand his unexpected vocation led him to an education at both the California Banking School in San Diego and the Pacific Coast Banking School in Seattle. He managed several branches for Bank of America and moved to senior management positions with California State Bank and Bank of Orange County.

In 2001, he raised \$7 million to start Premier Commercial Bank (PCB), which he led for 10 years as founding president and chief operating officer before retiring. PCB grew into one of the five largest banks headquartered in Orange County.

“I retired for one year, and during that time, I started The Siksha Foundation,” says Patel. The nonprofit foundation provides educational and other forms of aid to impoverished children in developing countries. “Many families do not have access to the essentials, including clean water, clothing, food or education,” he says. “We are able to foster all levels of education by supporting schools with infrastructure projects through the foundation.”

Patel also serves on the Mihaylo College Dean's Advisory Board, and his son, Neal Patel '16 (finance and accounting), and niece and nephew, Hetal Patel '10 (finance) and Akash Patel '03 (finance), attended Mihaylo College.

In 2013, Ash Patel became president and CEO of Commercial Bank of California, and in the spring of 2016, the bank merged with National Bank of California, where he was chairman of the board. Combined, the banks have six branches in Orange and Los Angeles counties and assets of more than \$750 million. He leads an initiative among

his employees called “PJ2B” – a purposeful journey to a billion – in the quest to become a privately held billion-dollar bank. With this type of goal-setting in mind, there are many lessons to be learned in the journey from bank teller to bank president, and Patel shares his perspective on leadership with *Mihaylo Magazine*:

In view of the past economic turbulence nationally, what is fundamental in leading a successful banking operation?

Past economic turbulence has taught us to remain prudent in our lending practices, especially in commercial real estate lending. Small community banks generally have high concentrations of commercial real estate loans due to a lack of commercial and industrial lending experience. Having safe loan-to-value ratios, strong underwriting guidelines and effective concentration management are fundamental to running a safe and sound bank in turbulent economic times.

SAVAN CRUTCHFIELD

Ash Patel, president and CEO, Commercial Bank of California

Why do you find banking an exciting field to work in?

There is never a dull moment. The goal is to provide financing – business support, home loans or entrepreneurial funds – so that people can achieve their dreams. Capital is the bloodline for economic growth, which fuels individual pursuits and in turn, contributes to the health of the economy.

What surprises you most about the banking industry?

Contrary to popular belief, it's a simple process: The bank takes the deposit from the customer. The customer borrows from the bank, and then the bank relies on repayment and equity from the depositor. It's simple, really – deposit intake and loan production purely based on the services provided by our staff.

How do you create and support the culture that exists within your bank?

By promoting healthy risk-taking and upward mobility, I create the opportunity for employees to grow within the company. This, of course, attracts great people with passion, initiative and a focused mindset. I have an open-door policy. I place a high value on collaboration and human capital; the well-being of our staff is at the forefront of our corporate culture. This sense of community and respect carries over into the service we provide our customers. Respect, humbleness and tolerance all play a strategic role in the development of a great company culture.

What qualities among your employees are most important to you?

I appreciate leadership, passion and a strong work ethic, of course. But most importantly, our executives and managers must genuinely care for the employees and value each person's time away from home. A great leader both notices and supports those who work hard and strive for the organization. And, we are willing to teach new employees, even if they do not have previous banking experience. If they are prepared to learn and are committed, we will teach them. We nurture our employees at all levels – that is our culture. **M**

COURTESY SIKSHA FOUNDATION



Ash Patel started The Siksha Foundation, a nonprofit organization that supports children with education, infrastructure, health supplies and the tools for self-sustainability. Above, the students at Chovishi Elementary School, one of the institutions the foundation supports in Navasari, Gujarat, India.

WORKPLACE EQUALITY



ASSOCIATE PROFESSOR OF
MANAGEMENT **SHAUN PICHLER**
EXAMINES HOW **WORKPLACE
POLICIES** RELATED TO LESBIAN,
GAY, BISEXUAL AND TRANSGENDER
EMPLOYEES AFFECT A COMPANY'S
PRODUCTIVITY AND PROFITABILITY.

By Laurie McLaughlin

Despite being one of the largest minority groups in the nation, the lesbian, gay, bisexual and transgender (LGBT) community lacks federal protections from employment discrimination.

"This lack of protection is why it's important to study issues in the workplace," says Shaun Pichler, Mihaylo College associate professor of management. "There is incredible variability to the extent that work organizations adopt policies and practices that support or affirm sexual orientation and gender identity diversity."

Pichler has authored a series of studies on LGBT-worker issues and written many articles on workplace diversity and discrimination more broadly, and his research suggests that **LGBT-supportive policies and practices benefit all types of workers, not only LGBT employees, and result in increased productivity and profitability.** Companies also benefit by attracting quality employees, with more positive attitudes among workers and improved performances.

Some of the initiatives within the workplace include non-discrimination policies, domestic partner benefits and inclusive diversity training. "When firms adopt policies that are not state mandated, employees tend to perceive these policies as genuinely supportive of their well-being, even if these policies don't directly benefit them, such as childcare policies," says Pichler, who works

closely with firms to help implement effective diversity practices based on researched evidence.

Traditionally, attitudes toward sexual minorities have been markedly negative, adds Pichler, although these attitudes have changed rapidly in recent years. "Public opinion polls show that attitudes toward gay men and lesbians, for instance, are much more positive today than they were mid-century. And most individuals support employment protections for LGBT workers," says Pichler.

"Despite a change in public attitude, the U.S. Congress has repeatedly not passed legislation, such as the Employment Non-Discrimination Act, which would provide LGBT workers with federal employment protections. This is despite the fact that LGBT workers report facing extensive discrimination and harassment based on their minority status."

In a forthcoming study, Pichler and his research colleagues found that, over time, firms that adopt LGBT-supportive policies outperform competitors, and firms that discontinue these policies underperform their competitors. Support from top management is vital to the success of these policies, according to the research. "Without it, workers aren't likely to pay attention to or feel that these policies really matter," he says.

"The bottom line here is that firms benefit from supporting all of their employees regardless of their sexual orientation or gender identity, but they really need to 'walk the walk.'" **M**

Shaun Pichler is an associate professor of management, and his research on lesbian, gay, bisexual and transgender (LGBT) issues in the workplace includes "Worker outcomes of LGBT-supportive policies: A cross-level model" published in *Equality, Diversity & Inclusion: An International Journal*, which he co-authored, and "Do LGBT-supportive policies improve firm performance?" which he authored and is the first study of its kind. It will be published in an upcoming issue of *Human Resource Management*.



Shaun Pichler

**GAY MEN AND LESBIANS
SPECIFICALLY MAKE UP
12% OF THE
WORK FORCE
IN THE UNITED STATES.***

*estimates vary

MORTEZA RAHMATIAN LEADS MIHAYLO COLLEGE AS INTERIM DEAN

“MY GOAL IS TO RECRUIT, RETAIN AND EDUCATE STUDENTS AND MAKE THEM THE KIND OF PEOPLE WE’D ALL LIKE TO WORK FOR: PEOPLE WHO WORK HARD, EARN SUCCESS AND LEAD BY EXAMPLE AS SOCIALLY RESPONSIBLE, GLOBAL-MINDED, INNOVATIVE BUSINESS PEOPLE.”

That was the declaration Morteza Rahmatian made at his first meeting with faculty members upon his appointment as Mihaylo College's interim dean in July 2016. He is serving in the absence of Anil Puri, who was named interim provost and vice president of academic affairs.

Having joined the college in 1988, Rahmatian's sincere focus on students is reflected in his continued instruction in the classroom. While serving as college dean, he continues to teach the Intermediate Business Microeconomics course each semester in order to do what he loves best: interacting and educating students as an economics professor. He deeply believes that his weekly classroom interactions foster an understanding of what students and faculty need to succeed.

Previously, Rahmatian served as associate dean for academic programs and faculty development as well as chair of the economics department and director of the Center for Economic Education. Before accepting the interim deanship, the veteran professor of economics was CSUF's interim associate vice president of south county operations and initiatives overseeing Cal State Fullerton's Irvine Campus. — Laurie McLaughlin

FALL 2016 STUDENT ENROLLMENT*



43% FEMALE **57% MALE**

**excludes international students*

FALL 2016 STUDENT ETHNICITY*

32.1% ASIAN/PACIFIC ISLANDER

1.6% BLACK

34.9% HISPANIC

4.6% MULTI-ETHNIC

4.4% ETHNICITY UNKNOWN

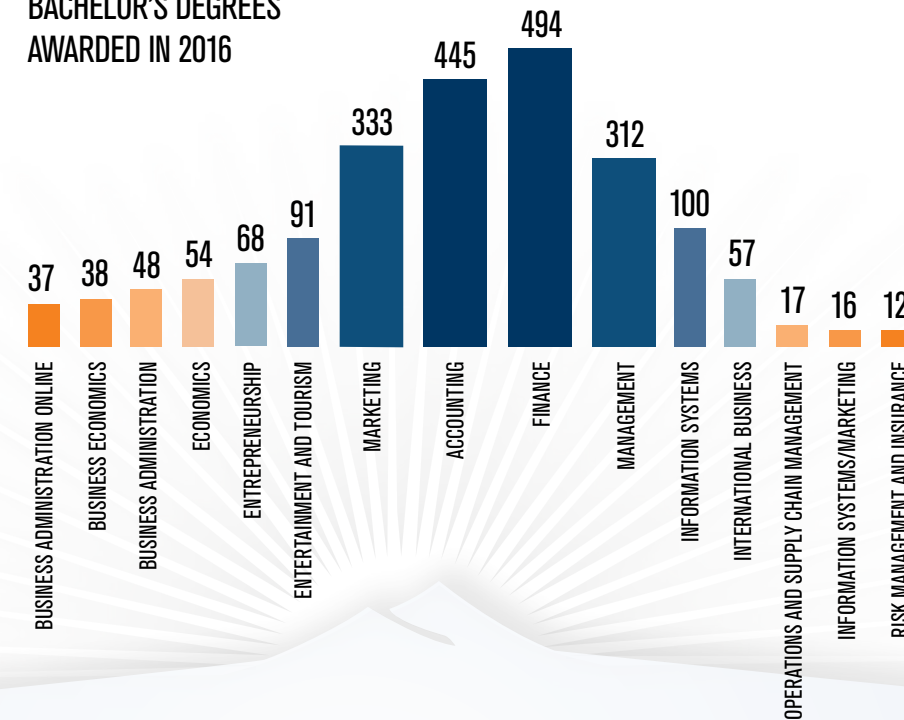
22.4% WHITE

**excludes international students*

THE LONGEST DISTANCE BETWEEN A STUDENT'S HOME COUNTRY AND CAL STATE FULLERTON IS 9,412 MILES.



BACHELOR'S DEGREES AWARDED IN 2016



53% OF MIHAYLO COLLEGE STUDENTS IN FALL 2016 WERE THE **FIRST IN THEIR FAMILIES** TO ATTEND COLLEGE OR GRADUATE FROM COLLEGE.

7,125 STUDENTS USE MIHAYLO HALL **EACH DAY** MONDAY THROUGH THURSDAY.

IN FALL 2016, MIHAYLO COLLEGE UNDERGRADUATE AND GRADUATE STUDENTS REPRESENTED 57 NATIONS AROUND THE WORLD.

The 10 countries represented by the most students are **CHINA, GERMANY, INDIA, INDONESIA, JAPAN, KUWAIT, SAUDI ARABIA, SOUTH KOREA, TAIWAN AND VIETNAM.**

U.S. NEWS & WORLD REPORT
RANKS MIHAYLO COLLEGE

AMONG THE **2017**
BEST GRAD
SCHOOLS-BUSINESS
FOR OUR PART-TIME
MBA PROGRAM.

WE'RE RANKED
No.12 IN
BEST ONLINE GRADUATE
BUSINESS PROGRAMS
(EXCLUDING MBA) BY
U.S. NEWS & WORLD REPORT.

THE PRINCETON REVIEW RANKS
MIHAYLO COLLEGE AMONG THE

BEST 294
BUSINESS SCHOOLS
IN THEIR 2017 REPORT.

BESTCOLLEGES.COM RANKED MIHAYLO'S
ONLINE UNDERGRADUATE PROGRAM

No.3 FOR
BEST ONLINE BACHELOR'S
IN BUSINESS ADMINISTRATION PROGRAMS.

BUSINESS HONORS STUDENTS EXCEL AND NETWORK



Founded nearly eight years ago, Mihaylo College's Business Honors Program stands on three pillars: academic excellence, leadership development and community involvement. The program's high-achieving business students are chosen based on a rubric of scores that includes extra-curricular activities and a personal interview.

Consisting of cohort-based core classes, study abroad opportunities, guaranteed access to courses and networking events, the program combines the camaraderie of a small liberal arts college with the opportunities of a world-class business school.

"The keys to success in college are becoming engaged and forming a social network that makes you feel a part of a community," says Robert Mead, associate professor of economics and director of the program. "The Business Honors Program provides a way for students to form that sense of community. Taking classes and interacting together create bonds that get the students through four years of college but are also crucial to success professionally." – *Daniel Coats*

For more information, visit the program online at business.fullerton.edu/business-honors.

A CAMPUS NEAR YOU CSUF'S IRVINE CAMPUS OFFERS MIHAYLO COLLEGE BUSINESS DEGREES

The Cal State Fullerton branch campus in Irvine serves students in southern Orange County with a range of Mihaylo College degrees, including a Fully Employed MBA (FEMBA), Master of Science in taxation and Bachelor of Arts in business administration with concentrations in accounting, finance, management, or a joint emphasis in accounting and finance.

"There's a strong connection with Irvine Valley College and Saddleback College, and the entire Irvine Campus serves about 5,000 students," says Mihaylo College Interim Dean Morteza Rahmatian, who was previously CSUF's interim associate vice president of south county operations and initiatives overseeing the Irvine Campus. "The campus offers all of the resources and instruction of the main campus, and the smaller campus allows for extraordinary interaction and personalization." – *Daniel Coats*



Funds for the scholarship are from an IRA Paul Lehman '69, above, opened in 1975.

PAUL LEHMAN '69 FUNDS INVESTMENT SCHOLARSHIP

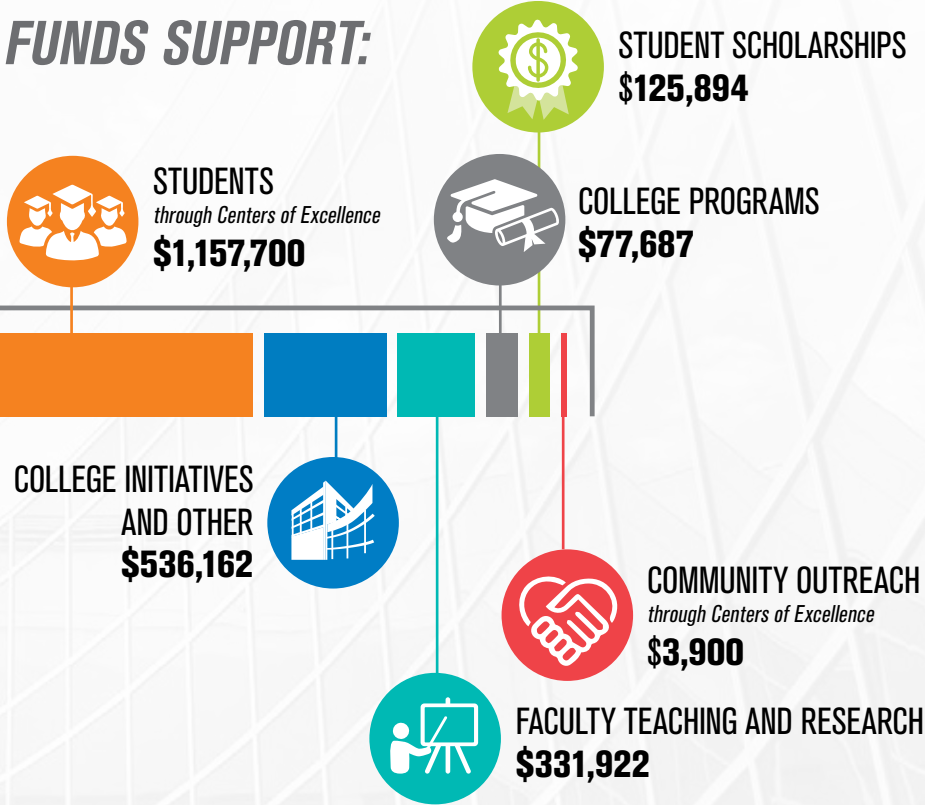
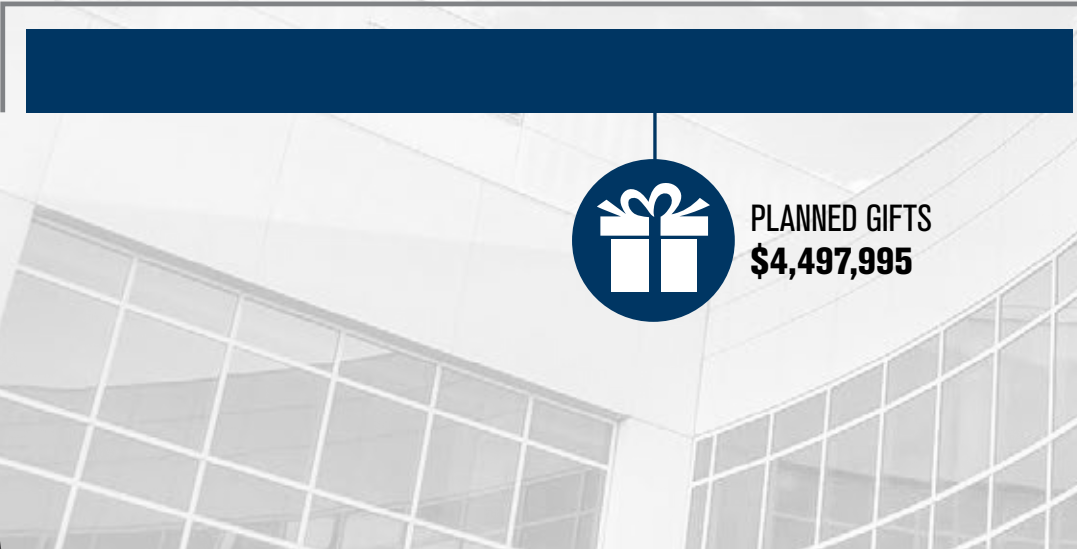
Paul Lehman has made a lot of financial investments in his career, but he wanted to make a different type of investment in the next generation of professionals: He created the Paul Lehman Scholarship for students interested in investment-related careers.

After he graduated with an accounting degree from CSUF in 1969, Lehman began his career in a small accounting firm. Comparing the returns on savings accounts and stocks, he determined that high-yield

investments were his best choice. Almost entirely self-taught, Lehman relied on reading publications like *The Wall Street Journal*, Warren Buffet's reports and Ben Graham's classic investment book, *The Intelligent Investor: The Definitive Book on Value Investing*. "Eventually, I was making more money on my investments than in my work as an accountant," he says.

Among his early investments was an IRA that he began in 1975, the year after they were first introduced in the United States. "That's where the funds came from for the scholarship," he adds, and 10 students have received Lehman scholarships thus far. – *Daniel Coats*

2015-2016
MIHAYLO COLLEGE
FUNDRAISING TOTAL: **\$6,731,259**



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For more information about how to plan for your future and support CSUF, please visit business.fullerton.edu/legacy.

You may also contact Enrique Gonzalez-Salgado at 657-278-2857 or egonzalez-salgado@fullerton.edu.

Leaders in Research

By Daniel Coats

In 2016, the **CARNEGIE CLASSIFICATION of INSTITUTIONS of HIGHER EDUCATION** bestowed **R3 RESEARCH STATUS on CAL STATE FULLERTON** for the first time, in recognition of the university's commitment to research and doctoral studies. Mihaylo faculty have been at the forefront of research that is expanding the body of knowledge available in both the academic and professional study of business, while maintaining a focus on developing the next generation of business leaders. Following are some of this year's outstanding Mihaylo researchers.



Mohammad Reza Habibi
Marketing

Consumer behavior, digital marketing and the sharing economy are the research interests of **Assistant Professor of Marketing Mohammad Reza Habibi**. Since joining Mihaylo College in 2015, he has published several studies, including "From sharing to exchange: an extended framework of dual modes of collaborative non-ownership consumption," which appeared in the *Journal of the Association for Consumer Research*. This study provides a method to categorize the unique characteristics of various programs in the sharing economy, offering a framework to measure the degree to which real sharing occurs within a program and thus how managers can adjust their practices and expectations accordingly. Habibi also co-authored the 2016 study, "Testing an extended model of consumer behavior in the context of social media-based brand communities," which was published in *Computers in Human Behavior*. That study examines the connection between online relationships to brands and brand loyalty. Habibi earned a Ph.D. in business administration (marketing) from Canada's Concordia University.

"Our conceptual framework is unique and shows how brand communities that are established on social media can influence important marketing variables such as brand relationship quality and brand loyalty."

The Association of Information Systems ranks Professor Ofir Turel among the top 30 researchers in the world for research productivity in top information systems journals.

With more than 70 studies published in such publications as the *Journal of Management Information Systems*, *MIS Quarterly* and *MIT Sloan Management Review*, **Professor of Information Systems and Decision Sciences Ofir Turel** is among Cal State Fullerton's most prolific researchers. His studies focus on topics at the intersection of business, technology and psychology, such as the psychological, bio-physiological and organizational drivers and outcomes of problematic technology use among children, university students and employees. This includes the use of Facebook while working or driving and cyberbullying. A scholar-in-residence at the Brain and Creativity Institute of the University of Southern California, Turel earned a Ph.D. in management information systems from Canada's McMaster University.



Ofir Turel
Information Systems and Decision Sciences

"In this study of [social networking site] users, we found that motor impulsivity and poor sleep quality can be culprits that explain, in part, the growing problematic use of [social networking sites], including specifically behaviors such as disadvantageous uses, interpersonally deviant behaviors on these sites, and the use of profane language online."



Gabriela Best
Economics

Monetary economics and applied macroeconomics are the research interests of **Assistant Professor of Economics Gabriela Best**. She has focused on the impact of monetary policies pursued by the Federal Reserve and Central Bank of Mexico on the U.S. and Mexican economies, with particular attention to the Great Inflation of the late 1960s to early 1980s, in which rising inflation characterized economic conditions, and the Great Moderation of 1984 to 2007, during which time relatively calm conditions prevailed. Her research has appeared in such publications as the *Journal of Economic Dynamics and Control* and *The B.E. Journal of Macroeconomics*. Her forthcoming study, "Policy preferences and policymakers' beliefs: The Great Inflation," will appear in *Macroeconomic Dynamics* later this year. Best holds a Ph.D. in economics from the University of California, Irvine.

"[B]oth policymakers' learning and changes in preferences are needed to represent the Fed's time-varying policy response to inflation and to explain the dynamics present in the Fed's policy instrument."

Accounting Professor Myungsoo Son leads research in auditing issues, corporate governance and earnings quality, with a primary interest in research involving the intersection of financial accounting and auditing. Among his studies are "Do financial restatements lead to auditor changes?" co-authored by Accounting Professor and Center for Corporate Reporting and Governance Director Vivek Mande, which was published in *Auditing: A Journal of Practice and Theory*. It has been widely cited by researchers studying auditor changes. A licensed CPA in South Korea, Son worked as an accountant for the Securities Exchange Commission in Seoul prior to joining Mihaylo. He earned a Ph.D. from the University of Nebraska-Lincoln.



Myungsoo Son
Accounting

"Specifically, we find that as the impact of a restatement on net income and the company's stock price become more negative, the likelihood of an auditor change increases."



Jongha Lim
Finance

Assistant Professor of Finance Jongha Lim has conducted research in corporate finance examining the role of alternative investors such as hedge funds and private equity funds in corporate restructuring, optimal contracting, raising capital and other major corporate events. Among her recent papers is "The role of activist hedge funds in financially distressed firms," published in the *Journal of Financial and Quantitative Analysis*, which focuses on the ability of activist hedge funds to exert a strong influence on the restructuring process of troubled companies. She earned a Ph.D. in finance from The Ohio State University.

"Overall, the evidence in this article is consistent with the notion that distressed investing hedge funds can create value by enabling more efficient contracting."

The research of **Associate Professor of Management Gerard Beenen** focuses on workplace motivation and learning, managerial interpersonal skills, and bridging the research-practice gap in management education. His recent research, often completed with the assistance of students and alumni, offers insights to help managers understand how to motivate themselves and others more effectively, with studies published in journals such as the *Academy of Management Learning & Education*, *Human Resource Management* and *Organizational Behavior & Human Decision Processes*. In 2016, he earned the college's Scholar Award for his paper "Motivating creativity: The effects of simultaneous and sequential learning and performance achievement goals on product novelty and usefulness." Beenen holds a Ph.D. in organizational behavior and theory from Carnegie Mellon University.



Gerard Beenen
Management

"This study was the first to show that while a learning-oriented mindset helped people develop unique ideas, and a performance-oriented mindset helped them develop useful ideas, simultaneous activation of both mindsets helped people develop ideas that were both unique and useful – the true litmus test of creativity."

ACCOUNTING



Jianxin Gong



Ken Guo



Wei Jiang



I-Ling "Sophia" Wang

Associate Professor of Accounting **Jianxin Gong** and Assistant Accounting Professor **I-Ling "Sophia" Wang** co-authored "Changes in the value relevance of research and development expenses after IFRS adoption" in *Advances in Accounting*. Assistant Professor of Accounting **Ken Guo** authored "The institutionalization of commercialism in the accounting profession: An identity-experimentation perspective" in *Auditing: A Journal of Practice & Theory*. Accounting Professor **Wei Jiang** co-authored "Do Social Media Matter? Initial Empirical Evidence" in the *Journal of Information Systems*. Jiang also co-authored "Do Audit Fees Reflect Risk Premiums for Control Risk?" with Accounting Professor **Myungsoo Son** in the *Journal of Accounting, Auditing and Finance*.

ECONOMICS



Kristin Kleinjans



Aaron Popp



Fang Zhang

Associate Professor of Economics **Kristin Kleinjans** co-authored "The Effect of a Severe Health Shock on Work Behavior: Evidence from Different Health Care Regimes" published in *Social Science and Medicine*. Economics Lecturer **Aaron Popp** and Assistant Economics Professor **Fang Zhang** co-authored "The macroeconomic effects of uncertainty shocks: The role of the financial channel" in the *Journal of Economic Dynamics and Control*.

FINANCE



Carolyn Chang



Yi Jiang



Jongha Lim

Finance Professor **Carolyn Chang** co-authored "A market-based martingale valuation approach to optimum inventory control in a doubly stochastic jump-diffusion economy" published in the *Journal of the Operational Research Society*. Assistant Professor of Finance **Yi Jiang** co-authored "R&D Spillover and Predictable Returns" in *Review of Finance*. **Jongha Lim**, assistant professor of finance, co-authored "Indirect incentives of hedge fund managers" in the *Journal of Finance* and "The asymmetric relationship between national cultural distance and target premiums in cross-border M&A" in the *Journal of Corporate Finance*; Lim also authored "The role of activist hedge funds in financially distressed firms" in the *Journal of Financial and Quantitative Analysis*.

INFORMATION SYSTEMS AND DECISION SCIENCES



Vahideh Abedi



Jordan Barlow



Daniel Cavagnaro



Zvi Drezner



Yuhong He



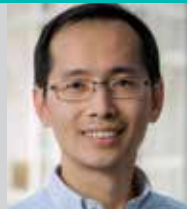
Ofir Turel

Assistant Professor of ISDS **Vahideh Abedi** authored "Allocation of advertising budget between multiple channels to support sales in multiple markets" in the *Journal of the Operational Research Society*. Assistant Professor of ISDS **Jordan Barlow** co-authored "Organizational violations of externally governed privacy and security rules: Explaining and predicting selective violations under conditions of strain and excess" published in the *Journal of the AIS* and "Not as smart as we think: A study of collective intelligence in virtual groups" in the *Journal of Management Information Systems*. ISDS Lecturer **Daniel Cavagnaro** co-authored "On the Functional Form of Temporal Discounting: An Optimized Adaptive Test" in the *Journal of Risk and Uncertainty*. Professor of ISDS **Zvi Drezner** co-authored "New heuristic algorithms for solving the planar p-median problem" published in *Computers & Operations Research* and "Democratic Elections and Centralized Decisions: Condorcet and Approval Voting Compared with Median and Coverage Locations" in the *European Journal of Operational Research*. **Yuhong He**, ISDS assistant professor, co-authored "Group Selling, Product Durability, and Consumer Behavior" in *Production and Operations Management*. Assistant ISDS Professor **Sinjini Mitra** co-authored "Multimodal Biometrics for Enhanced Mobile Device Security" in *Communications of the ACM*. Mitra also co-authored the book *Biometrics in a Data-Driven World: Trends, Technologies and Opportunities*, published by CRC Press. ISDS Professor **Ofir Turel** authored "Untangling the complex role of guilt in rational decisions to discontinue the use of a hedonic information system" in *European Journal of Information Systems* and co-authored "Problematic Use of Social Networking Sites: Antecedents and Consequence from a Dual-System Theory Perspective" in the *Journal of Management Information Systems*.

MANAGEMENT



Jennifer Chandler



Tsuhsiang Hsu



Ellen Kim



Shaun Pichler

Jennifer Chandler and **Ellen Kim**, both assistant professors of management, co-authored a study, "Innovative Managers Wanted! Best Practices for Integrating New Technologies into Daily Workflow," published in *Industrial Management*. Chandler also co-authored "Systemic principles of value co-creation: synergetics of value and service ecosystems" in the *Journal of Business Research*. Chandler and Associate Marketing Professor **Steven Chen** co-authored "Practice Styles and Service Systems" in the *Journal of Service Management*. **Tsuhsiang Hsu**, assistant professor of management, co-authored "With Whom Do Technology Sponsors Partner During Technology Battles? Social Networking Strategies for Unproven (and Proven) Technologies" in *Organization Science*. Associate Professor of Management **Shaun Pichler** co-authored "Leader-member exchange, group- and individual-level procedural justice and reactions to performance appraisals" and "Line managers' rationales regarding reduced-load work of professionals in embracing and restrictive contexts" in *Human Resources Management*.

MARKETING



Steven Chen



Mohammad Reza Habibi



Chiranjeev Kohli



Sunil Thomas

Associate Marketing Professor **Steven Chen** and Marketing Professors **Chiranjeev Kohli** and **Sunil Thomas** co-authored "What Really Works in Crowdfunding: An Empirical Investigation of Kickstarter" published in the *Journal of Advertising Research*. Chen also co-authored "Practice Styles and Service Systems" in the *Journal of Service Management* with Assistant Management Professor **Jennifer Chandler**. Kohli also co-authored "Hard to Read but Tempting to Buy: The Paradoxical Role of Processing Disfluency" in the *Journal of the Academy of Marketing Science*. Assistant Professor of Marketing **Mohammad Reza Habibi** co-authored "Advanced modeling of online consumer behavior: The moderating roles of hedonism and culture" published in the *Journal of Business Research*. **M**

Mihaylo College is the fourth-largest business school in the nation and located in the third-most economically diverse county in California. The breadth and depth of opportunity in Orange County is reflected in our robust and very active Mihaylo business network.

“Our Economic Diversity Index (EDI) examines how evenly employment is spread across different industries within a county. By this measure, Orange County has the most diverse economy in Southern California and the third-most diverse economy among counties in the United States.”

– **Aaron Popp**, research associate, “How Diverse Is Orange County’s Economy?”

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Corinne Baughman '84 of Moss Adams, participates in Professor for a Day at Mihaylo College and explains the subtleties that can make or break a résumé when potential employers review it.

PROFESSOR FOR A DAY

Southern California business leaders share their knowledge and experience with Mihaylo students as part of the college's Professor for a Day program. The college welcomed nearly 30 leaders, many of them alumni, as guest lecturers at the most recent event in November 2016. To participate in this year's program, contact Amanda Leon, amleon@fullerton.edu; 657-278-7918.

MIHAYLO COLLEGE ARCHIVE



David Plourde, left, Frank Webber '82 and Joe Ferrucci '93 attend the Summer Wine Mixer, which raised more than \$9,000 for the Mihaylo Tutoring Center and student scholarships.

FOR THE THIRD YEAR, THE EXECUTIVE COUNCIL SUMMER WINE MIXER FUNDS STUDENT SUCCESS

The Mihaylo Executive Council raised more than \$9,000 in funding for the Mihaylo Tutoring Center and student scholarships at the annual Summer Wine Mixer, held at The Winery Restaurant & Wine Bar in Newport Beach in July 2016. Nearly \$30,000 has been raised at the annual event since 2014. Sponsors included Bob Adams of Adams Iron Co. Inc., Scott Coler of Capital Pacific Real Estate, David DeFilippo of California United Bank, Joe Ferrucci of the Ferrucci Law Group, Alex Lopez of Alphaeon, Mike McKennon of DBBMcKennon, Charles Pruitt of LPA Inc. and Greg Wilson of Guy Yocom Construction.

SYDNEY SANTANA



Mira Farka, Woods Center co-director, presents the 2016 Spring Economic Forecast.

CENTERS OF EXCELLENCE

2016 SPRING ECONOMIC FORECAST: A CONTINUATION OF SLOW BUT STEADY ECONOMIC GROWTH

Cal State Fullerton Provost and Director of the Woods Center Anil Puri and Mira Farka, associate professor of economics and Woods Center co-director, presented their April 2016 Spring Economic Forecast – “Winter Blues or Turning Point?” – to local business leaders and the Cal State Fullerton community at the Irvine Marriott. The event's title sponsor was California Bank & Trust, and other sponsors included California United Bank, CoreLogic, Waddell & Reed Inc. and the Mihaylo Executive Council.

CENTERS OF EXCELLENCE
ECONOMIC FORECAST 2016:
WORLD AT A CROSSROADS



CSUF President Mildred Garcia and keynote speaker Richard Davis '83, chairman and CEO of U.S. Bancorp, at the Economic Forecast Conference in November 2016.

The 22nd Annual Economic Forecast Conference presented by Mihaylo College's Woods Center for Economic Analysis and Forecasting, the Orange County Business Council and U.S. Bank was held in November 2016. The annual economic report, "World at a Crossroads: Navigating Risks in Pursuit of an Ideal Climate," provided an outlook for the economy in the next three years. It was presented by CSUF Provost and Woods Center Director Anil Puri and Associate Professor of Economics Mira Farka, the Woods Center's co-director. The event also featured keynote speaker Richard Davis '83, chairman of U.S. Bancorp. Sponsors included Chevron; Cox Communications; Kaiser Permanente; Manatt, Phelps & Phillips LLP; and Southern California Edison.

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The college values the support we receive from the board members of our Centers of Excellence. To learn more about the networking opportunities presented by the centers, contact David Roman at 657-278-7433 or droman@fullerton.edu or visit business.fullerton.edu/centers-learn.

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Regional titans in real estate led a panel discussion at the forum.

CENTERS OF EXCELLENCE
COMMERCIAL REAL ESTATE
EXPERTS EXAMINE THE
INDUSTRY OUTLOOK

The 2016 Commercial Real Estate Forum featured a panel discussion with Steve Briggs, principal of LBA Realty; Paul Cate, CEO and president of Mark IV Capital; Pat Donahue, chairman and CEO of the Donahue Schriber Realty Group; Jerry Fink, co-managing partner of The Bascom Group; and Kevin Jennings, Southern California market executive of Bank of America/Merrill Lynch. The February 2016 event was cosponsored by Bank of America and Merrill Lynch and presented by the Mihaylo Real Estate and Land Use Institute.



Helpmates Staffing Services was the title sponsor for the 22nd Annual Mihaylo Golf Classic. One of the company's foursomes included Jason Gwin, Dan Struve '71, Tyler Paul and Ben Gold '04, '12.

ANNUAL MIHAYLO GOLF CLASSIC
RAISES MORE THAN \$90,000
FOR STUDENT SCHOLARSHIPS
AND SERVICES

The 22nd annual Mihaylo Golf Classic brought the total amount raised over the past two decades to more than \$1.1 million. Held at the Pelican Hill Golf Club in Newport Coast in June 2016, the foursome from Newport Beach law firm Robinson Calcagnie Inc. took first place among more than 130 golfers. The title sponsor was Helpmates Staffing Services, and other sponsors included Smart & Final, Southern Counties Lubricants LLC and U.S. Bank.

CENTERS OF EXCELLENCE
15TH ANNUAL SEC FINANCIAL
REPORTING CONFERENCE



Boot Barn President and CEO James Conroy, left, was a keynote speaker at the annual conference. He's pictured with Vivek Mande, director of Mihaylo College's Center for Corporate Reporting and Governance.

The 15th Annual SEC “Hot Topics” Conference in September 2016 featured keynote speakers James Conroy, president and CEO of Boot Barn, and Glenn Welling, principal and chief investment officer of Engaged Capital. The annual SEC conference presented by the college's Center for Corporate Reporting and Governance provides the latest and most comprehensive updates on financial reporting directly from regulators at the SEC, PCAOB and FASB. Leading experts discuss financial reporting, legal and tax “hot topics” impacting business from the perspectives of CFOs, controllers and auditors. Registered with the National Association of State Boards of Accountancy (NASBA), the conference provides eight hours of continuing professional education (CPE) units for CPA professionals.

(Center for Leadership continued)

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WOODS CENTER FOR
ECONOMIC ANALYSIS
AND FORECASTING

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director

Mira Farka
co-director

2016 Economic
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Manatt, Phelps & Phillips LLP

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California Bank & Trust

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Kramer & Olsen

Paul Nienow '89
Nienow Tierney LLP

Steve Pihl '87
California United Bank

Richard Rubin '79
California Bank & Trust

Dung Vu '04
MML Investors LLC



Executives from across across Southern California attended the Leadership Awards Luncheon.

CENTERS OF EXCELLENCE
LEADERSHIP AWARDS LUNCHEON
HONORS ORANGE COUNTY'S FINEST

The Leadership Awards Luncheon presented by the Center for Leadership in May 2016 honored outstanding Orange County executives. The recipients of the Excellence in Executive Leadership award included Paul Bay of Ingram Micro U.S. and Miami Export; Dawn Reese of The Wooden Floor; and Todd Talbot of Fluidmaster Inc. The Excellence in Leadership Development award was presented to Experian Services Corporation Inc. and Niagara Bottling LLC.



Center for Family Business founder Judy Harman, above, and her late husband, Dave, were honored with the Lifetime Achievement Award at the center's Hall of Fame ceremony in March 2016.

CENTERS OF EXCELLENCE
CENTER FOR FAMILY BUSINESS
HONORS LOCAL ENTERPRISES

At the second annual Center for Family Business Hall of Fame Induction Ceremony in March 2016, the center honored four peer-nominated Southern California family enterprises: Cypress-based Earth Friendly Products was presented with the Excellence in Community Award; Anaheim's public works contractor Pinner Construction Company received the Founder's Vision Award; Tam Nguyen '05 (MBA) and his sister Linh Nguyen '17 (MBA) were recipients of the Commitment to Education Award, recognizing their business, Advance Beauty College; and coffee-roasting company F. Gaviña & Sons Inc., based in Vernon, California, earned the Strength in Succession Award.

BUILDING A BUSINESS SCHOOL

BY LAURIE McLAUGHLIN

Over the course of nearly two decades, Mihaylo College Dean Anil Puri transformed Cal State Fullerton's business school into a leading academic model. With a record-setting fundraising campaign, Puri's vision became a reality with a new building, expanded academic programs and the ability to support leading faculty. In July 2016, Puri was appointed Cal State Fullerton's interim provost and vice president for academic affairs. With this temporary transition, we take a look at Mihaylo College's recent significant milestones.

Anil Puri, interim provost and vice president for academic affairs, California State University, Fullerton



Nearly 14 years ago, Paul Folino answered a telephone call from Anil Puri, dean of Cal State Fullerton's business school.

"It was a cold call, and I had never met him," says Folino, CEO and chairman emeritus of the Emulex Corporation. "He invited me to breakfast so that he could describe a project and get my feedback."

Before the meeting, Folino did some in-house research. "I learned that our CFO, our treasurer, our controller, a president of one of our banks and a lead partner at one of our bigger accounts were all Cal State Fullerton alumni," says Folino. "I quickly realized the university had a real influence on the Emulex Corporation."

The project Puri wanted to discuss was an ambitious one: A transformative fundraising campaign with the goal of enhancing academic programs, supporting talented faculty and building a facility to house California's largest business school.

Over that breakfast, a new era began for CSUF's business school, and the dean and the CEO launched what would become the largest fundraising campaign in the Cal State University system.

The Journey to Bigger Things

Puri came to CSUF as a lecturer in economics in 1977 having earned his undergraduate degree in India and a master's and Ph.D. in economics at University of Minnesota. "On my first day of class at Fullerton, I was nervous and wondered if I would connect with the students," says Puri. "Turned out that I liked the excitement of the give and take." Within a year, he was offered a tenure-track position and then served in several leadership positions at the university, including economics department chair and interim associate vice president for academic programs.

In the late 1990s, Puri interviewed for the dean's position and was asked what he would like to do if he got the job. "Without thinking too much about it, I said, 'We need a new building for the business school. We need a home for our college,'" he recalls. "I didn't realize what it would mean."

In order to achieve this ambitious goal more quickly than the state's funding process would allow, private financial backing was necessary. With the leadership and generous support of both Folino and James D. Woods '67, chairman emeritus and former CEO of Baker Hughes Inc., the \$15 million campaign quickly garnered substantial commitments from business leadership across the region.

An additional cold call would put the college on an unprecedented path.

"I was in my car, and Anil called me on my cell phone. I pulled over, and we talked for about 30 minutes," says alumnus Steve Mihaylo '69, CEO of Crexendo. "He had a vision for a world-class business school."

Puri's pitch was persuasive. Mihaylo was on board and says: "I've since learned that if Anil tells you something, you can take it to the bank. You can count on it becoming a reality."

An enviable list of who's who among Southern California's business leaders on the campaign cabinet led to an expanded \$50 million capital campaign that culminated with the opening of Steven G. Mihaylo Hall standing on Folino Drive with the grand James D. Woods Foyer welcoming students for the fall 2008 semester.

It's What's Inside that Counts

"The students are what all of this is about," says Puri of Mihaylo College with its more than 9,000 business students. "Whether it's faculty support, new centers, creating academic programs or erecting a building, they all come together to support students' education and to get them ready for the workplace."

Ensuring success in the classroom has been chief among Puri's goals with the creation of a tutoring center housed within the college. "When students come to the university, it is our responsibility to ensure they are successful and they do the best they are capable of," he says. "The goal is to support all of our students."

To assist students at all levels, the college's Tutoring Center was established in 2012 by Puri with private funds; a year later, additional private donations helped establish programs providing supplemental instruction for the traditionally difficult "bottleneck" courses – underscoring a university-wide initiative to intervene early in students' college careers to make sure they

stay in school and finish their degrees. "We have an average of 10,000 appointments a year as we support students who are taking core business courses that have high failure rates," says Assistant Dean for Student Affairs Emeline Yong.

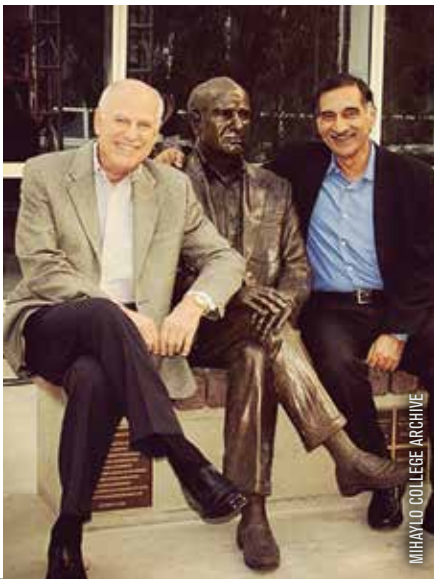
Opened four years ago, another hallmark achievement is the Mihaylo Career Services center, which provides undergraduate and graduate students access to potential employers, resources to better understand and enter their chosen field, and the opportunity to establish a professional network through industry panels, company information sessions and recruitment events.

"We build strategic partnerships with employers that lead to job and internship opportunities for students," says Kate Guerrero, director of Mihaylo Career Services. "Ours is the only college at Cal State Fullerton to have a designated career center, which allows us to focus solely on business-based career content as well as true integration of career development into the college's curriculum."

Puri established the Business Honors program in 2009, which is supported financially, in large part, by the college's Executive Council membership, a roster of business leaders who are both active and financially supportive of the business school. "Business Honors is a small program focusing on high-achieving students, which is, wonderfully, a very diverse population," says Puri. The honors program attracts talented and highly motivated students to the college and provides them with top-tier business courses, special extra-curricular activities and opportunities for intellectual and professional growth.

Central to Puri's focus on success inside the classroom is the faculty. "I really believe that faculty are the heart of the university," he says. "Without academic excellence, we can't do anything else in an effective manner." Puri has developed a series of faculty support programs along with awards and scholarships for faculty and staff development, which serve to continuously increase the caliber of instruction and service to students.

Steven Mihaylo, left, and Dean Anil Puri, sit with Mihaylo's bronze likeness located in the Mihaylo Hall courtyard. Mihaylo's professional achievements and his generosity to the university were honored with the naming of both the college and the building that houses it.

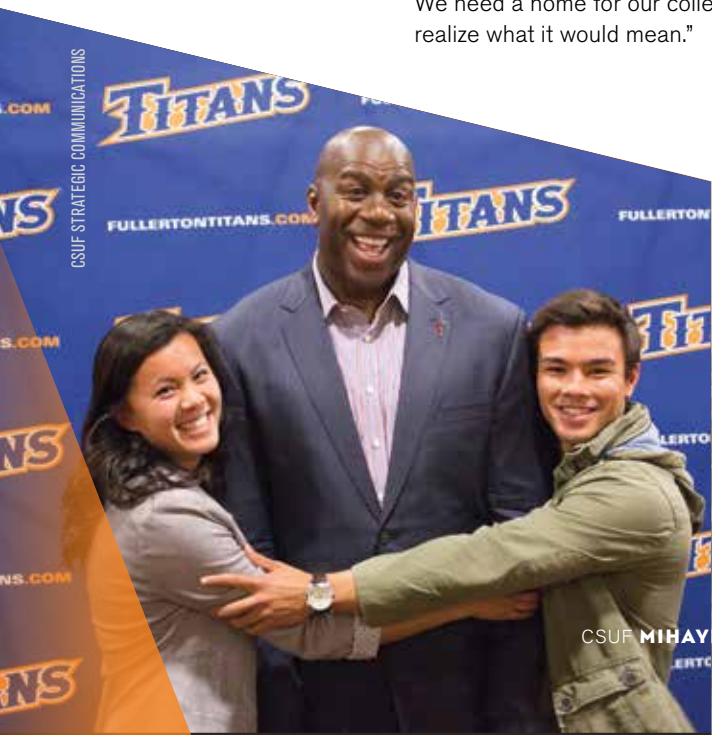


Support for the building's fundraising campaign included considerable star power when actor and CSUF marketing alumnus Kevin Costner '78 hosted a dinner for donors.

Former CSUF President Milton A. Gordon, left, Steve Mihaylo, Dean Anil Puri and Col. Paddy Gough '80 cut the ribbon at the dedication of Steven G. Mihaylo Hall on October 17, 2006.



Four years from start to finish, the three buildings that make up Mihaylo Hall stand as a flagship at the southeast entrance to the Cal State Fullerton campus at the intersection of Folino Drive and Nutwood Avenue.



MIHAYLO COLLEGE ARCHIVE



MIHAYLO COLLEGE ARCHIVE

The Woods Center for Economic Analysis and Forecasting presents two popular economic forecasts annually with center director Anil Puri and Mira Farka, center co-director and associate professor of economics.

An Obligation to Community

In the 18 years since Puri's appointment to dean, about half of the current 13 Centers for Excellence were founded, including the Center for Corporate Reporting and Governance, the Center for Entrepreneurship, Center for Insurance Studies, Center for Leadership and the Entertainment & Tourism Management Center among others. Each center has an extensive calendar of workshops, speaker panels, field trips and networking events ensuring constant quality interaction between students and working professionals as well as ongoing extended education opportunities.

"I feel that all public universities need to be involved in the community," says Puri. "Schools of business have a special obligation and responsibility to provide expertise and support economic development in the region. Our Centers of Excellence have been a good bridge between college and community."

Puri is the long-time director of the Woods Center for Economic Analysis and Forecasting, and he presents two popular economic forecasts annually to hundreds of attendees with Mira Farka, center co-director and associate professor of economics. "Economics is a difficult topic for most people because there are so many things that are interconnected," he says. "Our focus is to present complicated, difficult issues in a form that people can relate to and make use of in their own decision-making."

A New Era in Philanthropic Support

The relationships with both alumni and the business community have also steadily strengthened into an enthusiastic and hands-on philanthropic network in the last decade.

"I have been impressed in the most recent years with alumni coming back and wanting to get involved with the college once again," says Joe Cervantes, senior executive vice president of operations at R.D. Olson and long-time member and recent past president of the college's Executive Council.

The number of alumni donating to the college has more than doubled over the last seven years. An example of this support is the recently opened Titan Capital Management trading lab in Mihaylo Hall, a reflection of alumnus Jeff Van Harte's dedication to the college. The state-of-the-art facility provides students with market data in real time from Bloomberg terminals. Van Harte also serves as a mentor and financially supports the related Applied Securities Analysis Program (ASAP), which allows finance students to manage investment portfolios with real money. The program began in fall 2012 with \$180,000, and they currently have \$1.4 million, which includes several cash infusions. ASAP donates to the Mihaylo College Tutoring Center annually; this year, they plan to contribute \$25,000 – three times last year's donation of \$7,500.

Two philanthropic milestones that made history within the university include the first-ever endowed chairs at Cal State Fullerton: the Rick Muth Family Chair in Family Business established by Rick Muth, president of Orco Block and a founding member of the college's Center for Family Business, and the Robitaille Chair in Risk and Insurance established by Frank Robitaille, executive vice president of Armstrong Robitaille Riegle and long-time supporter of the Center for Insurance Studies.

Puri also established the Dean's Advisory Board, an active, hands-on group of visionary business leaders who not only provide consistent and valuable counsel to the dean but also help fund student scholarships and programs and serve as resources for faculty research. "The advisory board's enthusiasm and interest in the success of the college have been remarkable. There's a level of commitment that has evolved into one of the strongest connections between the university and the business community," says Puri.

"If you look at all of the business leaders who support Mihaylo College, you don't get this kind of people on board unless you can do a terrific job articulating why it's important to support this college," says Folino. "Eighty percent of our graduates stay in Southern California, and Mihaylo College is the largest single influence on the educated employee base in Orange County."

Steve Mihaylo, a self-made success story himself, is enthusiastic about the influence the college has on the greater community. "Wherever I go, whether locally or internationally, people recognize my name because of the business school," he says. "It just goes to show you what an influence Cal State Fullerton has been on this county and the state of California. The reach is unbelievable."

Bring All Resources Together

In July 2016, Puri agreed to serve as the interim provost and vice president for academic affairs. "The most important role for the provost is to represent the academic part of the university, which includes all of the faculty and students," he says. "We have made great strides in the last three years under University President Mildred García's leadership, including greater focus on student success, graduation rates and narrowing the achievement gap among underprivileged groups."

During his long experience as dean, Puri understands the issues confronting universities and how to bring all the resources – both internal and external – together to serve the school's goals and priorities. "My first love is solving problems and building exciting programs," he says when asked what he enjoyed most as dean. He looks out the window of his new office across Nutwood Avenue from Mihaylo Hall and adds: "I can see the building from here, and it looks pretty good." ■

The annual student-run Business Madness Week features speakers from the business community, networking opportunities, contests and a career expo.

"The students are what all of this is about," says Anil Puri, center, standing with students at homecoming celebrations. "Whether it's faculty support, new centers, creating academic programs or erecting a building, they all come together to support students' education and to get them ready for the workplace."

The POWER of PERSEVERANCE

By Daniel Coats

TWENTY YEARS AGO, A STRONG MENTOR AND FRIEND ENTERED DAN HUCKABAY'S LIFE WHEN HE NEEDED IT MOST. BECAUSE OF THAT RELATIONSHIP AND HIS OWN DOGGED PERSEVERANCE, HE NOW OWNS THE COMPANY WHERE HE WORKED SUMMERS IN HIGH SCHOOL.

Dan Huckabay was 14 when his father, a surety underwriter, passed away. A year later, Ralph Eidem, one of his father's business associates and friends, offered Huckabay a part-time summer position doing odd jobs at his business, Commercial Surety Bond Agency (CSBA).

"Ralph became a much-needed mentor and father figure in my life and showed me that if I worked hard, I could achieve anything," says Huckabay. "I decided to put that to the test both in school and work. I was soaking up everything I could."

While completing his undergraduate finance degree at Cal State Fullerton, Huckabay took on new responsibilities and was determined to learn as much as possible. "Ralph guided me in real-life business while I acquired new skills at CSUF," says Huckabay, a 2003 summa cum laude graduate.

"It came down to a few simple things – sacrifice, discipline and perseverance. But there is no magic formula," says Huckabay, who traded playing sports and some Friday night socializing for studying and working. "Perseverance was probably the hardest one



Dan Huckabay, left, and his mentor, Ralph Eidem, who hired a teenaged Huckabay to work summers at Commercial Surety Bond Agency. Years later, Eidem set up a long-term deal that allowed Huckabay to purchase the company.

to learn. I think it's difficult for anyone to get knocked down and get back up, but I've had to do that many times, and the better I get at picking myself up, the more success I've had."

The year he graduated, Huckabay's determination was rewarded when Eidem suggested Huckabay buy him out. The terms included a small salary and half of the company's profit, which Huckabay would put toward the purchase over several years. "It was a really nice position to be in, because I had a lot of options for other jobs," he says. "But I was able to choose what I wanted to do most, which was to own a business."

He also knew that Eidem would be there to guide him along the way. "One of the best pieces of financial advice Ralph gave me was to not adjust my lifestyle as I started to earn more money," says Huckabay, and he kept his life simple and steered the company through the nation's financial crisis with a firm adherence to prudent financial decisions.



The company has 10 employees, and half are Mihaylo College finance majors. From left, Rudy Urieta '19, Dan Huckabay '03, Arturo Ayala '07, Mike Castaneda '04 and Andrew Waterbury '07.

"During the recession, I didn't have to adjust too much. I didn't cut employees. I didn't cut pay, and we continued making retirement contributions, paid bonuses and kept everyone's health care," he says. CSBA currently includes 10 employees, four are CSUF alumni, and one is, like Huckabay many years ago, a student. "We have a strong team-based culture, but I run a tight ship because what is at stake is important," he says. "It's partly my competitive side, but more so because I care about the people we work with."

In 2014, Huckabay received the Vision & Visionaries Recent Graduate Achievement Award, and he supports his alma mater as president of the Executive Council (the council awarded him the Outstanding Student Award when he graduated). He is also co-founder of the 35/Thirty-Five program, which provides guidance and networking for Orange County's young business professionals. He impacts current students through the Professor for a Day event, the council's mentorship programs and supports CSUF Guardian Scholars.

"In an age where all you hear about is the struggling middle class, how expensive college has become and how much debt students are racking up," he says, "CSUF and Mihaylo College give people like me who come from humble beginnings the opportunity to be whatever we want to be."

For more information on surety bonds and employment in the industry, visit the Mihaylo Blog, business.fullerton.edu/surety-bonds. **M**

MIHAYLO'S 35/THIRTY-FIVE PROGRAM FOR YOUNG PROFESSIONALS

The members of the 35/Thirty-Five program serve as mentors and provide support for current students. "Being successful in business is great, but to me, it's all kind of meaningless if I don't use that to help the next person," says 35/Thirty-Five co-founder Dan Huckabay '03 (finance).

The group's members, young business professionals aged 35 years and younger, also take advantage of numerous networking opportunities and professional-development workshops with a reduced membership fee in Mihaylo College's Executive Council.

"My vision for the program was twofold," adds Huckabay, who is currently Executive Council president. "First, we have a lot of

successful young alumni, and I wanted to keep these people engaged while their experience here is still fresh in their minds. Second, it provides continuity for the Executive Council. We have a lot of incredible business leaders who have volunteered countless hours to get the group to where it is now. Young future leaders will keep that momentum going strong."

Membership fees provide funding for student services, such as the Mihaylo Tutoring Center and Mihaylo Career Services, and scholarships. For more on 35/Thirty-Five, contact Development and Alumni Relations Associate Amanda Leon at amleon@fullerton.edu or visit business.fullerton.edu/join-ec. — *Daniel Coats*

1970s

Russ Asson '76 (management), has retired from federal civil service, having completed more than 36 years of civilian service with the U.S. Army. Asson began his career in 1977 as a GS-5 intern assigned to Rock Island Arsenal, Illinois. He completed his career as a GS-14 division chief with the U.S. Army Program Executive Office for Missiles and Space in Huntsville, Alabama. He now lives with his wife in northern Nevada where he serves as a reserve deputy and volunteer program coordinator for the Elko County Sheriff's Office.

Russ Asson '76 Terry Scholl '74



Miichael Bader '79, '82

Michael Bader '79, '82 (accounting, MBA-accounting) is the president of the CSUF Alumni Association for the 2016-17 academic year. He is a professional advisor at the law firm BarthCalderon LLP in Orange and specializes in tax issues and elder-care matters. He also leads his own financial- and estate-planning firm, My Senior Care Advisors, in Tustin and serves as vice chair and board member of the Council on Aging Orange County.

Peter Beck '77 (accounting) joined Windstar Cruises as vice president of accounting in August 2015. He has more than 25 years of accounting, finance and management experience at tourism-related companies, including Columbia Hospitality, West Travel Inc., Space Needle LLC, Westin Hotels & Resorts and Starwood Hotels & Resorts Worldwide.

Don DiCostanzo '79 (management and marketing) co-founder and CEO of Pedego Electric Bikes, was honored with the Excellence in Entrepreneurship Award from *Orange County Business Journal* in 2016.

John Newton '79 (MBA-international business) began his career as a commercial lending officer at Bank of America, where he remained for 20 years, eventually attaining the position of managing director of global portfolio analysis and reporting at the bank's

world headquarters in San Francisco. In 1999, he began a position in the credit risk department of the Office of the Comptroller of the Currency in Washington, D.C., before his retirement in 2012. He currently lives in Tampa, Florida.

Terry Scholl '74 (management) was appointed regional sales director for FleetMind Solutions in 2016. Since 2001, Scholl has been instrumental in leading early adopters among commercial fleets to place video and tracking technologies in vehicles for elevated safety and risk improvement.

Kelly J. Anderson '89



1980s

Kelly J. Anderson '89 (accounting) has joined the board of directors of TOMI Environmental Solutions Inc. She is a partner in CSuite Financial Partners, a financial consulting services company.

Steven P. Barbour '80 (accounting and finance) has retired from Nestlé, where he served as executive vice president and chief financial officer of Dreyer's Grand Ice Cream in Oakland. He worked for the corporation for 20 years serving as finance director for Nestlé United Kingdom and vice president and controller for its Prepared Foods Co. in Cleveland. Prior to Nestlé, Barbour worked at Mars Inc. and Arthur Young and Co.

Helen Cousineau '88 (international business-French) is director and member of Deloitte Tax LLP's Customs and Global Trade practice, serving clients throughout the United States. She joined Deloitte in 2002 and previously worked for Andersen's International Trade and Customs Services practice. Cousineau earned a master's degree in international relations and a juris doctorate from Boston University. In addition to being a licensed attorney, she is a licensed U.S. customs broker.

Gerhard Erdelji '89 (finance) has been hired by HomeStreet Bank in Seattle to lead investor relations. He previously served with Sterne, Agee & Leach in Newport Beach.

Rob Gerger '86 (accounting) was named chief financial officer for PrescribeWellness, a cloud-computing-based health information collaboration company, in July 2016. Gerger has more than 30 years of experience in senior-level finance positions in the health-care industry, including roles at TC3 Health/Emdeon, Beech Street Corporation and TKB International/ Newport Medical Instruments.

Helen Cousineau '88



Gloria Lara '81

Ron Kent '87 (accounting) is a partner at RSM, formerly McGladrey LLP, where he has worked for 30 years. Kent is also member of the board of the Mihaylo College's Center for Corporate Reporting and Governance.

Gloria Lara '81 (accounting) was named CEO of the Michigan Hispanic Chamber of Commerce, which represents the state's 20,000 Hispanic-owned businesses, in September 2016. From 2010 to 2016, Lara was CEO of Girl Scouts of Michigan Shore to Shore, which serves most of the west and northern lower peninsula, where she increased revenue for the organization by more than 60%. Lara has more than 30 years of management experience at organizations such as Chrysler Corp., Delphi Corp., IBM, Jervis B. Webb Co., TRW and United Technologies Automotive. Lara is also a board member for Spectrum Health Hospital Group, Frederik Meijer Gardens & Sculpture Park and Grand Transformers Inc.

Dawonna L. Lawrence '89 (accounting), the first female chief deputy in the Los Angeles County Fire Department, was promoted to the management position of chief deputy in charge of business operations. She has served Los Angeles County for 20 years as part of the fire department, public works and health services.

Mary Lou Lindsey '88 (economics) is a broker associate with Berkshire Hathaway HomeServices California Properties in San Clemente. She has been in the Southern California real estate industry for 20 years.

Lisa May '86 (marketing) has joined KLOS-FM's "The Heidi & Frank Show" as an on-air personality. She has 24 years of radio experience and previously worked for KROQ-FM's "Kevin and Bean" program.

Kelly Ritchey-Davoren '92



Ron Kent '87

Joe Randolph '80 (accounting), chief executive of the La Palma-based Innovation Institute LLC, is the *Orange County Business Journal's* Healthcare Person of the Year in 2016.

Irasema Salcido '87 (management), founder and CEO of Cesar Chavez Public Charter Schools for Public Policy in Washington, D.C., was honored in November 2015 with the California Community College Distinguished Alumni Award. Salcido immigrated to the U.S. at the age of 14. After graduating from CSUF, she worked for the Mexican American Legal Defense and Educational Fund (MALDEF) and later earned a master's degree in education from Harvard. She opened her first charter school in 1998 with 60 students; today, there are four campuses with more than 1,400 students. Salcido received CSUF's Distinguished Alumni Award in 2005.

1990s

Thomas D. August '92 (accounting) has joined John Muir Health in Walnut Creek, California, as chief information security officer. August formerly served as director of information security at Sharp HealthCare in San Diego and has held IT security leadership positions at Sony Corporation of America and Pacific Life Insurance Co.

Jeffrey Dill '90 (MBA) has been named president of PBF Energy, Western Region and will lead the company's efforts in Southern California.

Jo Ann Escasa-Haigh '92 (accounting) is the executive vice president and CFO for Providence St. Joseph Health and was honored with the Orange County Business Journal CFO of the Year Award in 2016.



Joe B. Johnson '90

Jeffrey S. Farrow '93 (finance) is chief financial officer for biopharmaceutical company Global Blood Therapeutics Inc. He previously served as CFO of ZS Pharma Inc. and Hyperion Therapeutics Inc.

Joe B. Johnson '90 (MBA-finance), a partner with BDO USA LLP, was re-elected to a three-year term on the firm's board of directors. Johnson also serves on the advisory board of the Mihaylo Center for Corporate Reporting and Governance.

Cyndi Karapogolian '94 (management), district president for the world's largest specialized staffing firm, Robert Half International, was nominated for the Women in Business award from *Orange County Business Journal* in 2016.

Jeff Lowe '91 (finance), a retirement income planning expert with Emerald Blue Advisors, moved from Spokane, Washington, to Laguna Hills in summer 2016.

Brian T. Modoff '91 (economics) joined Qualcomm Incorporated as executive vice president of strategy, mergers and acquisitions in October 2015. In this position, he will help define the company's strategic goals and vision.

Jeffrey H. Parsell '99 (accounting) is a partner in the audit and assurance services practice of the accounting firm Windes.

Parsell, who joined the firm in 2007, is on the firm's audit and assurance news alerts team and the editorial board for the firm's *Solutions* newsletter.

Randall L. Paulson '92 (marketing) was named chief marketing officer for Moffatt & Nichol, a Long Beach-based engineering firm. Paulson recently worked for the international architecture firm AECOM and is a past president of the Society for Marketing Professional Services—Los Angeles Chapter.

Douglas M. Pryor '94 (finance) has joined Wedbush Securities, a financial services provider, as senior vice president of its Private Client Services Group.

Jo Ann Escasa-Haigh '92



Gregory V. Schulz '92 Colin Severn '96

Kelly Ritchey-Davoren '92 (management) is vice president of operations at Advanced Medical Reviews as of January 2016. She previously served with Decurion Corp.

Greg Rummler '99 (M.S.-taxation), chief financial officer for Control Air Conditioning Corp., was a nominee for the 2016 CFO of the Year Award presented by *Orange County Business Journal*.

Gregory V. Schulz '92 (accounting) was named the ninth president of Fullerton College, the oldest continuously operating community college in California, after serving as the institution's interim president. Schulz has 16 years of leadership experience in community colleges and higher education, having held administrative posts in the North Orange County Community College District's School of Continuing Education and at Long Beach City College. He also serves on the Dean's Advisory Board of CSUF's College of Education, where he has served as an adjunct professor. In addition to his business degree, Schulz holds a master's degree in public administration from Cal State Long Beach and a doctorate in education from the University of Southern California.

Colin Severn '96 (accounting and finance) is vice president and chief financial officer of William Lyon Homes. He was honored with the *Orange County Business Journal* CFO of the Year Award in 2016.

William C. Shute '93 (marketing) is a technology executive and go-to market advisor in the San Diego area. He was previously chief strategy and marketing officer for Viewpointe, a managed service provider, and president of Viewpointe Clearing, Settlement and Association Services.

Linda Smart '91 (MBA) has been named vice president of information technology for Southland Industries, a Garden Grove-based company that provides mechanical, electrical and plumbing building systems.

Erika Urbani '97 (accounting) is chief financial officer for R.D. Olson Construction. She was a nominee for the *Orange County Business Journal's* 2016 CFO of the Year Award.

2000s

Josué Alvarado '08 (management) was elected to the Whittier City Council in April 2016. He is also a marketing manager for Time Warner Cable and a real estate agent.

Dung Vu '04



Sathya Chey '08 Tam Nguyen '05

Lupe Bello '06 (accounting) was promoted audit supervisor at accounting firm Gelman LLP. Bello, who has eight years of public accounting experience, also received certification from the Institute of Certified Construction Industry Financial Professionals in September 2015.

Sathya Chey '08 (finance) is a wealth advisor with investment consultant Halbert Hargrove in Long Beach. She is a certified financial planner and was awarded the accredited investment fiduciary designation from the University of Pittsburgh's Center for Fiduciary Studies.

Anthony Corwin '02 (marketing) joined the Health & Safety Institute, an Oregon-based emergency training and response company, in June 2016, to oversee their emergency care brands. Corwin was formerly director of global marketing, communications, brand and systems, and global marketing director for residential systems for Guardian Industries, a manufacturer of glass, ceramics and concrete.

Tristan Fontugne '07 (economics) was promoted to assistant vice president, product design, for the life insurance division of Pacific Life Insurance Company in April 2016. In this role, he oversees product design, pricing and innovation. Fontugne joined Pacific Life in 2008 and was promoted to director of product design in 2013.

Helen Jamei '09 (management) joined the Newport Beach office of Berkshire Hathaway HomeServices California Properties in December 2015.

Eva Marie '02 (management-human resources), born Natalie Nelson, is a professional wrestler, fitness model and actress. She is currently signed to World Wrestling Entertainment. She returned to the main roster assisting her fellow "Total Divas" co-stars in March 2016. She made her first appearance for the "SmackDown" brand in July 2016.

Tam Nguyen '05 (MBA) expanded his family's Advance Beauty College enterprise with a new location in Laguna Hills in fall 2015. The new facility offers



Deep Patel '06

courses in cosmetology, massage and nail care, as well as providing services to the public. In March 2016, Tam and his sister, **Linh Nguyen '17** (MBA) were recipients of the Commitment to Education Award, bestowed by Mihaylo College's Center for Family Business, for prioritizing education in their business model.

Deep Patel '06 (entrepreneurship) is the founder, president and CEO of Gigawatt Inc. and its distributor, GoGreenSolar. Beginning his career in finance, Patel developed a passion for green energy after attending a solar power conference. He garnered attention through his blog, and people responded by asking advice and where to get a solar system. From there, he started his own manufacturing firm. Patel and his business partner, Harold Tan, now employ 25 people, including CSUF alumni, and ship across the country. Their clients include homeowners, businesses, nonprofits and the federal government.

Dang Hung Pham '04 (MBA-finance) is director in charge of private equity investments at Rising Dragon Holdings (Singapore), an investment company in Southeast Asia. He previously served with Saigon Asset Management and was a founding director of ASEAN Merchant Partners.

Shelly Sennikoff '08, '10 (management, M.S.) is director of budget and financial reporting at THINK Together, a Santa Ana-based nonprofit that offers extended learning programs to underprivileged students across California. She was a nominee for the 2016 CFO of the Year Award presented by the *Orange County Business Journal*.

Jon C. Smith '02 (accounting) has been promoted to partner in EY's Orange County office. Smith is a member of the firm's assurance practice.

Dung Vu '04



Lam Tran '03 (finance) assumed the role of business manager for Owens & Minor in February 2015. This position is an operationally focused managerial role supporting the sales and operations team in a territory with \$2 billion in annual sales. He completed his juris doctor degree from the University of La Verne in 2007.

Dung Vu '04 (finance and management) received an honorable mention for the Community Leadership Award presented by the Invest in Others Charitable Foundation in September 2016 in New York City. The award honors financial advisors who give back to their communities. Vu is a registered representative of MML Investors Services LLC and was the CSUF alumni president for the 2015-2016 academic year.

2010s

Carlos Argueta '14 (economics) is a program cost schedule and control analyst for the global supply chain of the F/A-18 Super Hornet program at Northrop Grumman Corporation. He is responsible for providing earned value, cost and budget analysis for labor and materials.

Kevin Burke '13 (entrepreneurship) is founder and chief pack leader of Dog Republic in Newport Beach, a dog-walking, obedience training and socialization enterprise.

Sean Butler '10 (marketing), along with Jason Kang '10 (radio, TV, film), opened a Downtown Fullerton location of Seoulmate, their Mexican-Korean fusion restaurant, which has been serving customers in Long Beach since 2013.

Joseph Chan '10 (M.S. accountancy) was promoted to audit manager at Orange County accounting firm Gelman LLP.

Mark Deppe '15



Raquel Lizarraga '10

Mark Deppe '15 (MBA) has founded an e-sports program at the University of California, Irvine, the first such program at a public research university in the U.S. Opening in fall 2016, the program is housed in an arena on the UCI campus equipped with high-end gaming PCs, a competition stage and live webcasting facilities. Deppe designed the project as part of his graduate program at Mihaylo College, with the assistance of Mihaylo Management Lecturer Jack Mixner.

Riley Factura '15 (management) won the masters division champion title in the Pokémon Spring Regional Championships in May 2016, competed in the U.S. championship in July and the world championship in August 2016. He also earned an invitation to the world championships in 2015.

Cassandra M. Gout-Kerbe '10 (marketing) joined Keller Williams Village Square Realty in Ridgewood, New Jersey.

Alfonso Herrera '11 (accounting and finance) is the assistant key account manager for Pirelli Tire, which covers 283 member Sam's Club locations west of the Mississippi River.

"We have taken the traditional Vietnamese coffee shop that you might find in Orange County and made it trendy," says entrepreneurship alumna Annie Nguyen '14, who founded Annee's CaPhe in Australia.

BUSINESS
DOWN
UNDER

ANNIE
NGUYEN '14

Starts a Coffee Shop
in Australia

Annie Nguyen spent less than \$200 to buy coffee and supplies, rented a table and started pouring drinks out of a pitcher at a farmer's market in Cairns, Queensland, Australia. A year later, her successful Vietnamese coffee bar, Annee's CaPhe, has moved to a permanent shop location, has three additional employees and sells more than 500 cups a day. Nguyen also supplies her coffee to Go Vita, Australia's largest health food cooperative.

"Our signature drink is iced coffee served with condensed milk and shaken like a cocktail," says Nguyen '14, who earned a B.A. in entrepreneurship. "Providing customers with a wide range of milks and toppings for their coffee allows them to personalize their drinks."

Nguyen grew up in a Vietnamese family in Southern California. "Iced coffee is part of our culture. We have taken the traditional Vietnamese coffee shop that you might find in Orange County and made it trendy," says Nguyen. She moved to Australia with her partner, who had a job offer there. "Cairns is tropical, similar to Vietnam, so the iced coffee is just perfect here," she says.

She positioned Annee's CaPhe in the city center within the city's largest farmer's market. "Because Cairns is in the Great Barrier Reef region, 20% of our customers are tourists, and 80% are local residents," she adds. "The majority of our leads come from word of mouth. A large percentage comes from Instagram and Facebook, and the rest are visitors who see us when walking through town."

With a goal of growing into a chain of shops, Nguyen focuses on customer service: "Knowing as many customers by name as possible and giving each customer a genuine personal touch is our strategy."

— Daniel Coats



Opened a year ago, Annee's CaPhe specializes in personalized service and a variety of ingredients customers can add to their iced coffee orders.

FLYING HIGH



An intern at the Johnson Space Center, Christopher Stewart '15 stands next to a proposed lunar rover. Stewart is working on the NASA self-driving vehicle project.

CHRISTOPHER STEWART '15
LAUNCHES HIS AEROSPACE CAREER WITH INTERNSHIPS AT NASA

Every Monday morning, Christopher Stewart '15 arrives to work at the Johnson Space Center in Houston, Texas. His mission: to help design the latest self-driving vehicles, which NASA hopes to use for manned missions to Mars. Automakers also hope to use the technology to power self-driving cars here on earth. "Imagine having a road full of interconnected self-driving vehicles," says Stewart. "Each car would know where the others are in its vicinity and could make safe decisions accordingly."

Stewart, who majored in international business-Chinese at Mihaylo College, is pursuing a second undergraduate degree in mechanical engineering at the University of Houston while interning in two positions at the nearby Johnson Space Center.

"What's interesting is that every single person here has a huge passion for working at NASA," says Stewart, who interacts with current, former and aspiring astronauts. "Everybody wants to go to work on Mondays."

Stewart's second internship is with the High Schools United with NASA to Create Hardware (HUNCH) department. "HUNCH involves students in the process of taking a conceptual idea through the required steps to make it acceptable for use in space," he says. "Many of the projects will be used by astronauts on a daily basis at the International Space Station."

"I'm absorbing as much experience and knowledge as I can during my time here," says Stewart, who plans to apply to NASA's Pathways Program, which is one of the agency's main sources to draw full-time personnel. "Working for NASA has been a lifelong dream."

— Daniel Coats



"This is the mission control center used during the Apollo and Gemini missions," says Stewart. He and other interns watched the "Apollo 13" movie in the control center with retired NASA flight controller Sy Liebergot and flight director Gene Kranz.

Raquel Lizarraga '10 (entrepreneurship) was recognized by California State Assemblywoman Cristina Garcia (D-Bell Gardens) with the Leader of Tomorrow award for her activities benefiting the community with the International Surf Lifesaving Association (ISLA). She was also recognized by the American Association of Women in Community Colleges (AAWCC) with the 40 Under 40 award for her commitment to students at Cerritos College.

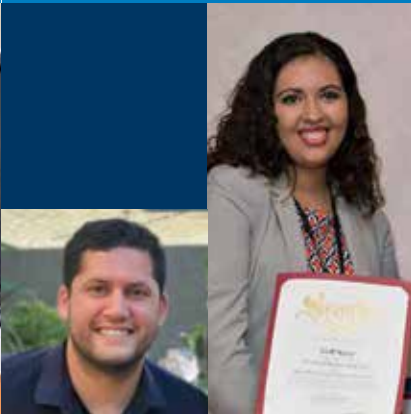
debuted at Santa Ana College for spring finals in 2016. Pham hopes to expand Nappify to include a fleet of mobile nap pods.

Matthew Sanchez '12 (finance) joined T.D. Ameritrade in Indianapolis, Indiana, in January 2016, where he is now senior financial consultant. This follows a three-year career with Charles Schwab. In his current role, he assists clients in solving challenges to their investment portfolios, including retirement plans.

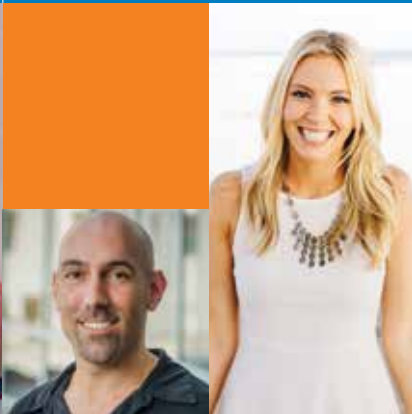
Kevin Pham '12



Breanna Sewell '14



Tiffaney Youngblood '16



LET US KNOW ABOUT YOUR NEW JOB, PROMOTION OR OTHER SUCCESS. PLEASE SEND INFORMATION AND PHOTOS TO BUSINESS.FULLERTON.EDU/CLASS-NOTES.

Alison Martin '14 (economics) is a district representative and federal grants liaison for Mihaylo accounting alumnus and U.S. Rep. **Ed Royce '77** (R-Brea). She is also volunteer coordinator for Rep. Royce's office and is thrift chair for the Assistance League of Orange.

Kevin Pham '12 (MBA) started Nappify, an enterprise involving a mobile trailer with private facilities for workers and students to get 45-minute power naps. The trailer

Matthew Sanchez '12

Breanna Sewell '14 (management) was named 2015 Business Person of the Year and her TOP Shop—The Only Print Shop was named 2015 Small Business of the Year by the Desert Hot Springs, California, Chamber of Commerce. Sewell is active in the Desert Hot Springs Rotary Club, Desert Hot Springs Women's Club and three local chambers of commerce.

Michael J. Shea '12 (MBA) was appointed director of on-premise sales for Columbia Distributing in Portland. The January 2016 appointment follows a six-year tenure with MillerCoors Brewing Co.

Phillip Stinis '11

and twin brothers, **James Fratzke '14** (marketing) and **Ryan Fratzke '14** (marketing), who lectured in one of her courses. Youngblood's Instagram page, which is the source of most of her business, now has 18,800 followers, and she donates \$1 of every sale to Under His Umbrella, a nonprofit seeking to improve the lives of children in underdeveloped regions of Africa.

IN MEMORIAM



Esmael Adibi '76

Esmael Adibi '76 (M.A. economics) died April 8, 2016, due to complications of a stroke at the age of 63. Adibi was best known for presenting the annual Chapman University Economic Forecasts as part of his position as an economics professor and director of Chapman's A. Gary Anderson Center for Economic Research. Adibi began presenting the economic forecast as a class project while a graduate student. The Iranian-born Adibi joined Chapman's faculty in 1978. He served on the board of directors of SchoolsFirst Federal

Credit Union and was a member of the California Treasurer's Council of Economic Advisors.

Kurt D. Gensicke '77 (accounting) died Nov. 29, 2015, at the age of 61. Gensicke worked for the Los Angeles County Assessor's Office for 37 years.

Troy L. Hammonds '71 (business administration) died July 11, 2015, after a career as distribution manager at Bristol-Meyers. He was 77 years old.

Suzanne Hogan '97 (MBA) died Nov. 19, 2015, at age 48. She worked at Entergy in Madison County, Mississippi, as a financial manager.

Ivan E. Johnson '68 (MBA) died June 27, 2015, of pulmonary fibrosis. He was 79. Johnson worked at Rockwell International for 31 years before retiring and relocating to Utah.



Gary Green '80, far left, receives the Vision & Visionaries award from Cal State Fullerton. He is pictured with fellow honorees, from left, Rosalina Davis '77, Henry Martinez '75, and Lee and Nicholas Begovich. CSUF President Mildred Garcia is third from right.

GARY GREEN '80 HONORED AT VISION & VISIONARIES EVENT

When finance alumnus Gary Green '80 graduated from CSUF's business school, he embarked on a decades-long commercial banking career. He is currently executive vice president and Orange County manager for commercial banking at California Bank & Trust, where he has been influential in supporting financial literacy outreach, ensuring that consumers and business leaders are making informed choices that will benefit the local economy.

Green was honored at Cal State Fullerton's annual Vision & Visionaries event in February 2016 for his involvement with his alma mater and the Orange County community.

For nearly a decade, Green has supported Mihaylo College's Woods Center for Economic Forecasting and Analysis, and California Bank & Trust has been a title sponsor of the Spring Economic Forecast for years; the 2017 forecast marks the start of a renewed two-year sponsorship agreement with the bank. A member of the Mihaylo College Executive Council board of directors, Green also participates in Professor for a Day, is involved with the Leadership Scholars, serves on the CSUF Alumni Association Board of Directors and is chair of the university's premier fundraising and outreach event, Concert Under the Stars.

In the community, Green has been a board member of the Boys & Girls Clubs of Tustin for 20 years and on the board for Discovery Cube of OC and the Orange County chapter of the Risk Management Association.

– Daniel Coats

MIHAYLO ALUMNI SERVE ON THE CSUF ALUMNI ASSOCIATION 2016-2017 BOARD OF DIRECTORS

Gary Green '80 (finance), California Bank & Trust
Adam Koyanagi '07 (management), UBS Financial Services Inc.

Mark Krikorian '79 (accounting), Financial Center for AmerisourceBergen Corporation

Jennie Phuong '13, '17 (accounting and information systems, M.S. information technology), Orange County Health Care Agency

Jordan Poblete '14 (entertainment and tourism), DisneyExaminer.com

William Purpura '76, '79, '83 (mechanical engineering, M.S.-mechanical engineering, MBA), Dargon Development

Liz Riede '79 (finance), Boeing, retired

Dung Vu '04 (finance and management), MML Investors Services LLC

MIHAYLO ALUMNI ON THE CAL STATE FULLERTON PHILANTHROPIC FOUNDATION

EXECUTIVE COMMITTEE

Gina Fales '94 (accounting), Janus Capital Group

Kerri Ruppert Schiller '82 (accounting), Children's Hospital of Orange County

Ernie (Ernest) Schroeder '67 (business administration), Schroeder Management Company Inc.

Jeffrey S. Van Harte '80 (finance), Jackson Square Partners

GOVERNORS

Mark C. Clarke '78 (accounting), Edison International

Regino Diaz '00, '03 (finance, MBA-economics), Bank of America

Dave Doran '75 (accounting), White Nelson Diehl Evans LLP

Roger Kotch '81 (accounting), In-N-Out Burger

Steven G. Mihaylo '69 (accounting and finance), Crexendo Inc.

Tam Nguyen '05 (MBA), Advance Beauty College

Geoffrey Payne '80 (finance), Tahiti Partners Real Estate Development Corp.

Jon C. Smith '02 (accounting), EY

Dung Vu '04 (finance and management), MML Investors Services LLC

MIHAYLO ALUMNI ELECTED TO OFFICE

From city council to the U.S. Congress, Mihaylo alumni have won recent elections and serve their communities.

Ryan Bent '02 (marketing), North Orange County Community College District

Lou Correa '80 (economics), 46th Congressional District

Steve Faessel '72 (business administration), Anaheim City Council

Gerard Goedhart '76 (economics), La Palma City Council

Kevin Larson '01 (MBA-finance), Placentia City Treasurer

Mike Munzing '87 (finance), Aliso Viejo City Council

Ed Royce '77 (accounting), 39th Congressional District

2017 CALENDAR OF EVENTS

JOIN US FOR A VARIETY OF EVENTS THROUGHOUT THE YEAR REFLECTING MIHAYLO COLLEGE'S COMMITMENT TO BOTH EDUCATIONAL AND NETWORKING OPPORTUNITIES FOR ALUMNI AND THE REGION'S BUSINESS COMMUNITY.



Lucy Dunn, president and CEO of the Orange County Business Council, and Mihaylo College Interim Dean Morteza Rahmatian at the 22nd Annual Economic Forecast in November 2016.

JUNE
19
2017

**23rd Annual
Mihaylo College Golf Classic**
10:30 a.m.-5 p.m. | Pelican Hill Golf Club
Contact: Amanda Leon,
amleon@fullerton.edu

JULY
13
2017

Executive Council Summer Wine Mixer
5:30-7:30 p.m. | The Winery,
Newport Beach
Contact: Amanda Leon,
amleon@fullerton.edu

For a complete list of events throughout the year, visit business.fullerton.edu/calendar.

SEPT.
15
2017

16th Annual SEC Conference
8 a.m.-4 p.m. | Irvine Marriott
Contact: Center for Corporate Reporting and Governance, ccrg@fullerton.edu

OCT.
25
2017

**23rd Annual Economic
Forecast Conference**
Hotel Irvine
Contact: Amanda Leon,
amleon@fullerton.edu



The CSUF homecoming in December 2017 will celebrate the university's 60th anniversary.

DEC.
2
2017

**Homecoming:
Celebrating CSUF's 60th Anniversary**
CSUF Campus
fullerton.edu/homecoming



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